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PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. LIX.

NEW YORK, APRIL 24, 1907.

No. 4.

WANT-AD SUPREMACY IN INDIANAPOLIS

In March, the **INDIANAPOLIS STAR** published 87½ more columns of classified advertising than any other Indianapolis newspaper. Compared with March, 1906, the classified gain was 314⅔ columns.

In the same month the display gain was 497 columns, making a total gain of 812 columns. This total represents a greater gain than was made by any other Indianapolis newspaper during the entire twelve months of 1906.

The actual average circulation of the **INDIANAPOLIS STAR** for March, 1907, was 102,711, with a net paid daily average of 97,632. This is 22,155 larger than claimed by any other Indianapolis newspaper.

Proportionately great gains were made by the **MUNCIE** and **TERRE HAUTE STARS** for the same period. The **INDIANAPOLIS**, **MUNCIE** and **TERRE HAUTE STARS** enter practically one-third of the homes of the State of Indiana every day with a combined circulation of over 150,000.

GENERAL OFFICES

STAR BUILDING, INDIANAPOLIS, IND.

C. E. LAMBERTSON, Eastern Mgr., JOHN GLASS, Western Mgr.,
1315 Flatiron Bldg., New York. Boyce Bldg., Chicago, Ill.

What the Retail Merchant

Wants to Know

"Your article is advertised, is it?"

- "advertised how?"
- "and where?"
- "and how big?"
- "and how steadily?"
- "Never mind the big spreads that you run at cheap rates to small circulation, in unknown magazines."
- "How big and how steady is the advertising that *my* customers are going to see?"
- "**Show ME the ad you are running in THE DELINEATOR;**"
- "**and in THE DESIGNER;**"
- "**and in the NEW IDEA WOMAN'S MAGAZINE.**"

Manager of Advertising

Home Office, Butterick Bldg., New York

F. H. RALSTEN, Western Adv. Mgr.
First Nat'l Bank Bldg., Chicago

THE BUTTERICK TRIO

Comprising

The Delineator
15c.—\$1 year

The Designer
10c.—50c. year

New Idea Woman's Magazine
5c.—50c. year

Reaching...1,600,000 Homes....about 10,000,000 Prosperous Readers...

Women who do their buying in Retail Stores and who buy for their Homes, their Families, Children, Husband and for themselves....."The Cream of Good Customers in America"A group of consumers whose patronage alone is enough to assure the success of any good article. Your advertisement printed 1,600,000 times in one issue of the Butterick Trio reaches more readers, and costs you far less, than you could print for yourself and distribute to readers of equal responsiveness and buying power. Trio Rate: \$7.12 $\frac{1}{2}$ per agate line. An inch ad one time (\$1.00) costs you 1-1000 of 1c. per reader. A Page ad one time (\$25.50) costs you about 1-40 of 1c. per reader.

The Largest, Most Efficient Single Power for Business Promotion in the World.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29, 1893.

VOL. LIX.

NEW YORK, APRIL 24, 1907.

No. 4.

BEER—AN UNKNOWN PRODUCT.

MILLIONS SPENT BY THE BREWERS, BUT VERY LITTLE INFORMATION EVER FINDS ITS WAY INTO A BEER ADVERTISEMENT—SOME OF THE THINGS THAT BREWERS OUGHT TO TELL THE PUBLIC—A GOOD BEER CAMPAIGN NOW RUNNING IN PHILADELPHIA.

How much money is spent every year in this country for beer advertising!

Lord only knows!

But it must run into millions. We are manufacturing over three hundred million dollars' worth of malt liquors annually. Figure five per cent of that as selling expense, and it is seen that the advertising must run to a figure so vast that beer publicity is one of the leading items of expenditure. Think of all the big, black newspaper ads for beer—and the pages in the magazines. Think of the posters, painted bulletins, signs, framed pictures, transparencies, car cards, corkscrews and novelties. The brewer is, from the advertising standpoint, a perpetual good thing. Solicitors may approach other manufacturers with definite plans for getting back some of the money spent in advertising. But when the brewer makes an advertising appropriation they simply get a water-pail, or a coal-scuttle, or a grain-bag, and come around for their share of the money. If he protests, they threaten to ruin his trade with some lodge or labor union. He may have no trade with that union or lodge. No matter. You can scare him. It is evident that he never protests. Think of all the beer ads in scheme programs and

picnic souvenirs! Think of the funny ads on hotel blotters, and in barber shops! Think of the graft! Some brewers advertise nationally and rationally. But all brewers advertise all the time, locally or otherwise, and those who don't want to do it, have to do it anyway.

And yet, with all this publicity, beer is probably one of the least known products insofar as sound information about it is concerned. Whether the brewers figure that people learn to drink it fast enough without education, or that they learn to like certain brands and brews without caring how they are made, or that the main purpose is to build up trade lines and cinch all the corner saloons possible, or because they give little attention to advertising principles—whatever the reason, it appears to the man in the street as though beer advertising were the most primitive form of publicity before the public.

Brand names, and assertions of purity backed up by no facts; claims of healthfulness made unsupported; insistence upon superiority, put forward with a child-like faith in the public's lack of scepticism—these seem to form the brewer's entire stock of ideas when it comes to copy writing. Some of the large concerns pushing brands nationally have entered superficially into an explanation of the art of brewing. One year a Milwaukee brewery ran a series of silhouette pictures in the magazines dealing with the history of brewing, starting out with the statement that the industry began in Egypt. Some brewers cling to a catch-line, and thus make their cities famous. But the

amount of real intelligence brought to bear on this vast expenditure is very, very small, considering developments of advertising methods in almost every other line.

Occasionally, however, some isolated brewer or advertising man appears to really get hold of some

ment, and an entirely truthful one, and might, by intelligent manipulation, be made the basis for exploiting beer as a home beverage. Beer is, from some standpoints, a good deal more wholesome than coffee, though, of course, not cheaper, and a good deal cheaper

"The hops come from New York and Oregon, I suppose? I have seen the hop-pickers at work in those places."

"These American hops are used in draught or keg beer, but in Poth's Bottled Beer—the kind you are drinking, sir—hops of much finer flavor are used. They are all imported from Bohemia."

"My brother who works in Poth's Brewery showed me the hop vaults where there are great heaps of bales. All were marked Saazer. Which means they came from the province of Saaz, in Bohemia, where the choicest hops in the world are grown."

"Well, the materials used must be of the best to give this beer its delicious flavor, Otto?"

"That's the principle they go by in the Poth Brewery, sir. Finest materials and brewing with greatest care."

Poth's Beer

Light or Dark
Your bottler has
"Poth's." If not,
phone or write us.
F. A. Poth & Sons, Inc.
21st and Jefferson Sts

"Are there hops in this beer I am drinking, Otto?"

"Oh yes, sir. You would not like beer without the flavor of hops."

"Couldn't beer be made without hops?"

"But if the hops were omitted the beer would have an insipid flavor and lack that aromatic taste that makes beer so different from any other beverage."

of the fundamentals of a good beer campaign. Was it a year ago that a concern in the Northwest sent in some beer copy that took up the percentage of alcohol in beer, and showed its contrast with the alcohol contents of whiskey and wines? This is a striking argu-

and more convenient than most of the so-called temperance drinks, and the beverages of the soda fountain, and probably more wholesome than the latter, both in ingredients and manner of serving. What a bacteriologist sees at the average soda fountain makes

(Continued on page 6).

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Official figures compiled this year place the number of dwelling houses in Philadelphia at 290,701.

The net paid daily average circulation of the **Philadelphia Bulletin** for March was 267,029 copies a day.

—“*nearly everybody*”

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delirium tremens a mild-mannered malady, and would furnish material for as aggressive a campaign as "Grape Nuts" makes against coffee.

There is plenty of material for advertising beer along educational lines, and as in whiskey, wines and almost all other wet goods, this material is waiting for somebody to come and use it.

The Ireland agency, in Philadelphia, has lately tackled the beer problem to some purpose. This agency, as many readers of PRINTERS' INK know, has been peculiarly successful in giving retail advertising campaigns an informative style amounting to news interest. Just now there is appearing three times a week in the Philadelphia *Bulletin*, and once a week in other papers of that city, a series of talks about Poth's beer, made by F. A. Poth & Sons, Philadelphia. The talks occupy nine inches across three columns, are set in straight pica, and have a new illustration each insertion. They also have *dramatis personæ* in the shape of Otto, the waiter, who seems to know so much about beer that the business reader wonders why he is not selling it wholesale instead of single steins, and Otto's brother, who works in Poth's brewery, and whom Otto quotes as an authority for all he says. In each advertisement there is a new customer to listen to Otto's spiel on beer. In one talk the customer appears to be Governor Hughes, in another E. H. Harriman, in another the illustrious John Lawrence Sullivan, etc.

Otto is distinctly a high-brow in his conversation, and enters into the genesis of a keg of beer in a style that is all his own. He talks about barley first, showing that the best grade of the American grain is used in Poth's (where his brother works), and that it gives full body and wholesomeness to the brew. He also corrects the impression one might get about a brewery from passing one on a street car—that it is a damp, gloomy, underground establishment, full of mould and fungi. Darkness is necessary only for the growth of the yeast germ. Else-

where the departments are light and clean. He shows how the starch in barley is transformed into grape sugar by immersion in warm water and sprouting, the germination being stopped at the proper moment by kiln drying. The result is malt. Dark beer is made from straight malt. Light beer, preferred in the United States, is made from two-thirds malt and one-third rice, and has lighter body. The rice comes from India, as American rice is too oily and gets slightly rancid in warm weather. Hops used at Poth's come from Saaz, in Bohemia, where the finest-flavored hops in the world grow, and where German brewers draw their supplies. From the grain is made, by heating with water at 150 to 180 degree, a solution called the "wort." This "wort" is made from water that is first distilled, and after an infusion has been made it is boiled several hours, insuring asepsis. Filtered air alone is permitted to reach the "wort" while cooling and fermenting, and after the latter process is complete the beer is put away to age in vats several months, and then filtered through white-wood pulp before being bottled and barreled. Some brewers, it is asserted, buy their malt outside. Stress is laid on the fact that Poth's make their own, and by absolutely scientific control of temperatures.

It took several weeks for Otto to get all this off his mind, and then the Poth talks dealt with the wholesomeness of beer. No attempt was made to demonstrate this point scientifically, the ads giving merely general assertions that the Germans, Swedes and Norwegians drink more beer than other nations, and are the healthiest people in the world. If there was an opposition product whose makers cared to reply to Otto on this point, these assertions could be made to dissolve like a pleasant dream. If Mr. Post, for example, wanted to substitute "Grape Nuts" for beer, he could show that in Germany to-day the consumption of beer is falling, encouraged by Government in the belief that too much of the amber fluid is an in-

dustrial handicap. He could also show that in England, where a high percentage of beer is consumed, there is a pronounced and admitted national degeneracy. One of the advertisements takes up the comparative wholesomeness of beer and whiskey, but only in a general way, with the assertion that beer, containing less alcohol than whiskey, is the fitter drink for keeping one warm on a cold day. As a matter of fact, coffee would be better than either—and doubtless "Grape Nuts" best of all.

This is, however, a very good series of ads, and one that marks a notable advance in beer advertising. When the brewers really take up this question of beer copy in earnest, and on top of their enormous expenditure add the radical experiment of really saying something in the space they pay for, there will not be any lack of impressive things to say.

Take, for instance, the imported beers so largely consumed by the best trade. These are always purchased at high prices because the people who can afford to drink them are under the impression that anything coming from abroad is purer and better than our domestic products. The matter of quality is largely a personal one, of course. Each to his own taste. Yet, doubtless, American beers of as good quality can be had as any in European countries, and at lower prices. When it comes to purity, few persons who drink imported beer are aware that it is said to be liberally treated with preservatives to withstand the sea voyage. This may not be actually so. But if it is, a few chemical analyses and some vigorous domestic beer copy in the right quarter ought to capture much of the "carriage trade" in imported beers—we consumed nearly six million gallons of imported malt liquors during fiscal 1906, and paid wholesale nearly \$3,000,000 for it. There is fully \$5,000,000 worth of this trade for our brewers to capture, figuring at consumers' prices.

The advertising brewer, too, might take up popular fallacies about adulteration of cheap beers.

Every other man who drinks beer, and all who don't, have some purely mythical inside information about its adulteration. This information persists like the myth that cigarettes are impregnated with opiates. Adulteration is really uncommon in brewing, and quite illogical, and hurts quality. Few things can be purchased cheaper than hops, malt and water. Anything added to this fundamental combination is certain to lower the quality, and there is no way around this fact, nor any two ways about it. Furthermore, few of the adulterations of beer have any harmful effect on the drinker. Grape sugar, potato-starch, glycerine and molasses are the principal adulterants. A series of grandfatherly talks on this subject would remove much prejudice.

Percentages of alcohol in beer are exceedingly interesting, not only in comparison with wines and distilled liquors, but for themselves. Beer is not all of a piece when it comes to intoxicating properties. Some beers are heavy, and others as light as soda water. English ale, for instance, distinctly a heavy product, contains 8.25 per cent of alcohol; Guinness's stout has 6.81 per cent; Scotch ale, 4.41 per cent; New York lager, 5.86 per cent; Munich beer, 4.70 per cent. There are beers still lighter than standard American lager. Comparative diagrams showing the percentages in a glass of various brews would be easily understood, and convincing. There is no question as to the wholesomeness of good beer in moderation. The alcohol is usually mildly tonic, as are the bitter properties. The beverage is an excellent flush for the system, and really contains a fair proportion of food properties.

Another subject that might be taken up in good beer copy would be that of aging, which is much more important than adulteration. When beer disagrees with the drinker, taken in moderation, it is almost invariably improperly aged—seldom "doctored." Haste in getting the cheaper grades to market is responsible for this. Sometimes an artificial fermenta-

tion is produced with bicarbonate of soda. But nine times in ten the difficulty is due merely to greenness. The integrity of a responsible brewer, standing behind his product and telling the public something about it, would remove suspicion on this score.

The story of beer is entertaining, simple in its facts, unassailable in its truth. Yet, despite the millions poured out by brewers in this country every year for advertising, beer still remains one of the products about which the public knows least. Who will tell the story of beer properly?

JAS. H. COLLINS.

SPHINX CLUB PROCEEDINGS.

The eighty-sixth dinner of the Sphinx Club was held at the Waldorf-Astoria Hotel on the evening of April 9.

The president, F. James Gibson, presided.

The principal speech of the evening was made by Dr. O. S. Marsden, the founder and editor of *Success*, who took as his subject "Honesty in Advertising." Dr. Marsden said, in part:

A few years ago I called on Mr. Park, of the well-known firm of Park & Tilford, and requested an interview with him. Mr. Park said that they had no story that would amount to anything for publication, that the reputation of the firm had been built up by one word—RELIABILITY. That one word *reliability* told the whole story of the success of the firm. I said to myself there's a great story in that one word *reliability*. There is no greater word in the whole English language than that single word *reliability*.. There is nothing that will bring success quicker and surer than a reputation for reliability. We all know that the failure army is full of the wrecks of men who have tried to succeed through misrepresentation, through falsehood and the like. That is why these men are failures, why they will always be failures as long as they keep up such reprehensible practices. Look at the great firms that have stood fifty or more years in this country and you will find that the foundation of their success and permanence has been reliability—that and nothing more. Why is it that a concern can afford to pay \$50,000 a year for a mere name? Because that name stands for something, because the public has abiding confidence in that name. What would the name of Tiffany, for example, be worth to-day for a firm starting out in business? Why it would be almost impossible to calculate the magic worth of that enviable reputa-

tion. And so I could go on and instance numerous other firms with a reputation equally valuable to any new concern starting business anew. The public pins its faith in concerns with such reliable reputation and patronize such concerns more liberally than they do those whose reputations for reliability have yet to be established. It takes time, sometimes a long time, to build up such reputations for reliability, but isn't it worth it in the long run? Doesn't it pay?

What is a liar good for? What is there for him in this world? I believe that the time will come when a liar, a man who is known to get his living out of his fellow-men by deception, will be ostracized and shunned by all decent people. When is a man so weak as when he is lying, whether in his work or in his advertisements? He has parted with the "still small voice of conscience." Something has gone from him that he can never get back again. The advertisements that have the ring of truth about them are the ones that are not only read but believed. They are the ones that pay. "Truth is mighty and will prevail." Mr. Nathan Straus once told me, in an interview I had with him, that the whole secret of his success was "the man at the other end of the bargain." Many years ago it used to be thought that the merchant must get all he could out of the customer, regardless of future transactions. As Mr. Straus says, no man can succeed very long, no concern can live many years, that does not take into serious consideration the man at the other end of the bargain and try to give that man a good, honest bargain. I believe that if a man's reliability, a man's good reputation, is valuable to him personally, worth no end of credit at his bankers, to hand down as a legacy to his family and his successors in business, it is equally valuable in his advertisements. I do not believe a man can lie in his advertising and tell the truth at other times and still command the confidence of the people. If a man is a liar in one thing, he will be a liar in others. Many professional liars are now hired at enormous salaries to draw the money out of the pockets of the people by writing advertisements that are not true, advertisements that misrepresent the goods. Personally, I do not want any money in my pocket that is gotten by any such unfair means. If I can't have clean, honestly-gotten money I don't want any at all. The time is rapidly approaching when business men will not lie in their advertisements any more than they will about anything else connected with their business.

A PUBLICATION ON JUNK.

MADISON, Wis., April 8, 1907.

Editor of PRINTERS' INK:

On page forty-three of your issue of April 3d, is an inquiry by J. J. D., Waterford, N. Y., relative to publications on junk.

Your subscriber can, no doubt, get suitable information from the *Waste Trade Journal*, 108 Fulton street, New York.

Very truly yours,

O. K.

THE ART OF CROSS-EXAMINATION.

Have you ever made a study of advertisements as an expert cross-examination attorney would do, for the purpose of discovering in their arguments the internal evidence that makes them out untruthful? Advertising becomes mighty interesting on the cross-examination basis, and mighty instructive to the advertiser seeking to construct sound copy himself.

Direct contradictions *will* creep into the most straightforward ads. A Boston department store pays employees prizes for each bit of internal contradiction found in its announcements, with the result that hundreds are discovered every year that the public, probably, knows nothing about. Yet, the public may be sharper than one imagines.

It was an expert cross-examiner who took a department store sale announcement offering \$6,000 worth of goods that, said the ad, had been bought from overloaded manufacturers at \$3,000. Then followed details of quantities and sale prices. A tabulation of the latter showed that if all these goods were sold at sacrifice prices the total receipts would be \$13,458—a profit of \$10,000!

That's what you have to guard against.

There is the internal evidence against the paint manufacturing concern that has bulletins along every railroad in the United States. These boards state that So-and-so Paints cover the earth. Perhaps they do. But the bulletins themselves are never touched after the first painting, and you can see hundreds of them in a rusty, faded condition. Doubtless hundreds of keen minds discover this every year and wonder whose paint was used.

Then, there is the latest campaign for "Presto." In the street cars you can see "Presto" cards with the pseudo-humorous figure of "Samanthy," who talks about its wholesomeness, and tries to emphasize the fact that since she began to feed her family with "Presto" pancakes it has grown

fat and revels in health. These talks are short, and have spirit, and might be convincing were it not for "Samanthy" herself. For, as pictured month after month by the artist, she is as wan, hollow-cheeked, work-worn and poorly nourished a farmer's wife as could be found in the most barren village in New England. "Samanthy" talks well, but looks like the "Before" pictures in a sarsaparilla booklet. She is, in this respect, a worthy successor of "Sunny Jim," who always looked half-starved and unintelligent.

You've got to guard against these little slip-ups.

It isn't easy. Advertising is based largely on a built-up presentation of the goods, an effort to make them attractive, to bring out their good qualities, to give emphasis and prominence. The only man who can advertise safely is the fellow who contents himself with a business card. Even he is likely to insert the lie directly into his formal ad. It was Richelieu, you know who said that if a man would make even so simple a statement as "Two and two are four" he would use it as an admission by which to convict him, and did actually do this by showing that such a statement constituted a denial of the Trinity, and was heresy. You have to guard especially against damaging internal evidence in your ads when women read them, for woman is a natural logician for all her reputation to the contrary, and can see a loophole in an ad which may be quite invisible to the man who wrote it. It pays to analyze and cross-examine, so that your proposition may be founded on truth. Then you can cut loose in writing.

LUXURIES become necessities under the influence of advertising.—*Exchange*.

Lincoln Freie Presse

GERMAN WEEKLY.

LINCOLN, NEB.

Prints nothing but original matter and brings an abundance of articles and items of special interest to German-Americans, which accounts for the immense popularity of the paper in the German settlements everywhere.

ABOUT FLORIDA.

Florida seems to us to be about the newest of our States, yet on its shores is situated St. Augustine, the oldest settlement of the Continent. At the time of the American revolution Florida was a British colony as well as Canada, and like Canada refrained from taking part in the struggle or joining its fate with the protesting thirteen. Thirteen would not appear to have been a specially unlucky number in the last part of the Eighteenth Century. Although the oldest of our States, as has been asserted, Florida seems to be the one about which our information is of the slightest. With one exception Florida has the largest area of any State east of the Mississippi. Tallahassee is its capital, a pretty little inland city, situated in a farming and fruit-raising region in the northwest section. When the last census was taken the State capital had fewer than 3,000 population. It has not very many more in the year of Our Lord, 1907. One newspaper is published there, the *Sun*, issued weekly, and never known to claim so large an issue as an average of 1,000 copies. At the extreme southern end of Florida is Keywest, situated on an island, having, when the last census was taken, a population of somewhat exceeding 17,000, made up largely of Negroes and Cubans, who are mostly engaged in the manufacture of cigars. Next to an Havana a Keywest cigar is thought to be the best one can buy, and as the words are not protected by trademark it may interest smokers to know that of all the Keywest cigars sold no more than one out of fifty has been made in Keywest. Although the city is on an island, and has a pretty good harbor, it is so connected with the mainland by a series of small islands or keys, with such narrow and shallow passages between, that Mr. Flagler, the wizard of Florida, has decreed that soon the northern tourist may ride into Keywest in a parlor car on the longest piece of railroad over the sea that can yet be found anywhere on the

earth's surface. Similar arrangements for carriage roads are seen connecting the Bermuda islands; and Venice, the city of the sea, is reached nowadays by a railroad bridge.

The orange groves of Florida are not what they once were, not occupying even one-tenth the area covered before the cold seasons of the Nineties. Probably Florida's greatest sources of wealth are lumber and tourists. Jacksonville is its principal city, and a beautifully attractive place it is—and prosperous too. The census of 1900 accords it a population of about 30,000, and local estimate in 1907 claims 50,000; and to an observer the claim seems to be well founded. Two daily papers are issued there—both excellent. The *Times-Union* and *Citizen* appears in the morning, the *Metropolis* in the evening. To the first named the Rowell American Newspaper Directory accords the so-called "Gold Marks," explained to mean that advertisers value it more for the class and quality of its circulation than for the mere number of copies printed. It had credit for issuing more than 2,000 copies a dozen years ago, and doubtless at the present time, may, in the winter or tourist season, print more than double that number. Its subscription price is six dollars a year; the *Metropolis*, its evening contemporary, may be had for a dollar less. As is common everywhere the evening paper gets the largest sale, and the *Metropolis* has, for many years, not hesitated to exhibit the exact facts concerning its issues day by day and year; they exceeded 6,000 copies a day in 1900, and fell but little short of an average of 10,000 a day in 1906. Still, to the enquiry: which is the best paper in Florida? the *Times-Union* is most likely to be mentioned. It may be recalled that in New York City there are those who consider the *Evening Post* a more important paper than Mr. Hearst's *Journal* or the *Evening World*, although each of the latter undoubtedly prints more copies.

Such as they are, Florida issues over 150 newspapers and periodicals, and among them six dailies,

two weeklies and one monthly get credit for printing more than a thousand copies regularly. It is quite probable that there are more than a hundred Florida papers that do not have a list of subscribers that would count as many as two hundred names. The Jacksonville *Metropolis* and *Times-Union and Citizen*, the Pensacola *Journal* and *Tampa Tribune*, all issued daily, are the only papers in the State credited with printing more than 2,000 copies regularly. Of these the Jacksonville *Metropolis*, with an average issue of 9,432 copies for 1906, stands easily first, maybe the *Times-Union and Citizen* is second, although information from the office to back up such a claim does not appear to be forthcoming. The Pensacola *Journal* and *Tampa Tribune* make out the quartet. The Pensacola *Journal* is evidently a paper of unusual merit, and conducted in a manner that would do credit to a much larger field. It had an average issue of 1,887 in 1901, 2,441 in 1902, 2,929 in 1903, 3,540 in 1904, 4,850 in 1905 and 5,738 in 1906. The intelligent advertiser who seeks to interest the people of Florida will be certain to avail himself of the services the Pensacola *Journal* can render.

It may tend to enable one to realize how flat Florida is, to be told that should an engineer select the summit of its highest hill for a site for a duplicate of the Washington Monument and determine to sink its foundation to the level of the sea, and count the height from that line, the shaft would still stick out of the ground more than a hundred and fifty feet. The soil is sand—sand—sand. There are no stones. One might search the whole State for a piece of rock big enough to make a door-step for a cottage—or even big enough to throw at a dog. For road-making material they resort to covering the sand with marsh grass or forest leaves and this again with shells from the seashore, the combination making a path that glitters white in the sunshine but is not particularly dusty.

To those who cling to the horse as a means of locomotion there is a charm about these roads other than the whiteness; the shells cut the rubber tires of the automobiles to such an extent that they are, on that account, not much in evidence.

So many rather unusual and unexpected facts crop out when writing about Florida that it may not be necessary to assert that rivers big enough to float steam-boats come out of the ground in spots that are not even marshy, and the traveler who finds himself at Pensacola and is in doubt whether to go to Keywest on the Gulf of Mexico, or to Chicago on Lake Michigan, is commonly surprised to find that his book of interchangeable mileage tickets will not be depleted so much in making the northern as the southern journey, Chicago being nearer than the other place.

GEO. P. ROWELL.

STRAIGHT talks are all right when they are straight. But they often go a round-about way to get straight.—*Progressive Advertising.*

MILLIONS LOST IN GET-RICH-QUICK SCHEMES

THE CHICAGO RECORD-HERALD refuses to print many pages of "Get-Rich-Quick" advertising which some of its contemporaries publish.

March 1907 Circulation

Daily Average - - 151,526
Sunday Average - - 216,470

CHICAGO
RECORD-HERALD

THE CUSTOM TAILOR PROPOSITION.

The smart custom tailor is about ready to listen to and follow the advice of publicity men. He realizes that, compared with other business men, he has been standing still. The instance is fresh in one's mind of a prominent Fifth Avenue tailor, who finished up the last Fall season with a heavy stock on hand which he was prepared to make into garments at a 33 1-3 per cent reduction on his regular price. He published the fact in a three-inch single column display space in several of the New York dailies. He ran his copy every other day for a week and then dropped out. The venture brought no results. This class of tailor spends quite a respectable sum each year in publicity, and usually fails to get the results he should obtain. Were he to engage the services of an expert, his expenditure under this head would be turned into a paying investment.

The custom tailor believes that publicity pays handsomely, but that it requires an enormous capital to carry it on. He forgets that if he can increase his turnover without materially reducing his percentage of profits, his financial position will be improved. He is chiefly concerned about the dignity of his house-name, and pictures an extensive campaign to be such as that entered into by general advertisers. He fears that were he to commission an expert to build up his business, the methods used would cause the public to lower their estimation of his creations. He knows nothing of refined publicity.

At the present time the most he does to acquaint the buying public with his existence is to mail an "announcement" to a selected list of names, then sit and wait for returns, wondering the while why publicity fails to pay. These announcements are marvels of simplicity—no story, no attempt at selling or pulling copy, nothing a prospective purchaser would want to know, nothing of interest to a living soul. Simply the bare statement that "Messrs. Brown, Jones

and Robinson have opened their new season's goods." He has one redeeming quality. His printing and stationery are usually of the finest.

Publicity men should realize that custom tailoring can be divided into three classes or grades. The highest grade tailor charges from \$65 to \$80 for a sack suit, and a proportionate increase for other garments. The figures of the medium grade man range from \$40 to \$60, and the tailor of popular prices charges from \$15 to \$40. The customers of each are a class entirely unto themselves. In planning a business-getting campaign for any one of these grades, no better media could be found than the local dailies, using a well set-up display space. It must be used regularly and contain forceful arguments, briskly worded. Back this with a mailing list of from 1,000 names up, and send a persuasive and attractively gotten-up piece of matter every other week during the season. Between seasons, it is a good plan to get up some instructive complimentary booklet, suitable for the particular time of the year, and mail it out, accompanied by a letter, in which care must be taken not to mention business or clothes at all. While such a campaign, viewed on paper, does not appear to be very extensive, it will be found sufficiently effective to push the business forward, at least during the first year, when a more elaborate and aggressive fight can be planned.

In the city of New York there are two houses that a few years ago were very ordinary affairs. They fell under the direction of business men who knew sufficient of methods to place themselves unreservedly in the hands of a publicity expert. To-day, one house, at the height of the season, turns out 1,000 suits per week; while the other, catering to the medium grade, operates two custom tailoring stores, considered to class among the finest in the world.

Outside the metropolitan cities, the custom tailor has one idea of pushing his business ahead. He

mails out to his present customers, and any other addresses voluntarily given by friends, a folder or booklet containing half-tone miniatures of the figures on the fashion plate supplied him with his trade journal. It also contains some stereotyped statement, that "fit and style" is "guaranteed." As an evidence of the absurd methods operated by custom tailors, the writer has in his recollection the instance of a high grade concern who got up an announcement to be mailed out at the beginning of the season. It was a folder in two colors. A sufficient quantity was ordered to last nearly two years, "because it didn't matter." The same identical folder was mailed out to addresses on this concern's mailing list for four consecutive seasons. Fortunately, the business was a well established one, or such a policy would have caused a permanent closing of its doors.

The custom tailor with any ambition has traveling salesmen on his staff whom he fits out with sample garments. These salesmen cover a certain territory, carrying a complete set of samples of the stock of woolens kept in the store. The salesman must be something of a tailor, for he must measure the customers, and, covering the territory a second time, fit on the garments ordered. Most tailors on Fifth Avenue derive their greatest support from this source.

A problem which confronts publicity men who tackle the custom tailoring proposition, is the turning into American pockets of the money expended for clothes made in England. Several of the tailors from the West End of London send salesmen here regularly each season, and draw a large quantity of trade away from the local man. The representative of Poole, of London, in one season alone wrote \$30,000 worth of business among the smart dressers of New York.

Washington, D. C., presents an alluring field for publicity men who tackle the tailor's proposition. In that city, which one would think should be an Eldorado for the Knights of the Shears, there are few tailors making the higher

grades of clothes. The English tailors go there in droves to write orders from heads of departments, government officials and society men, taking the business that should go to the local tradesman. Yet, little or nothing has been done to wean the public of this.

Considering the fact that to buy clothes from Poole is no cheaper than to purchase from a high-class American tailor, one gets a glimpse of the deathly sleep the custom tailor has fallen into, compared with other business men.

MARCUS SIMPSON,
Editor *American Gentleman*.

An American who was arranging to spend a year in traveling abroad recently asked PRINTERS' INK what weekly paper would serve as well or better than any other to keep him informed of the most important occurrences at home. "To subscribe for a daily," he said, "would involve too much looking over of a mass of printed matter after its timeliness has gone from it." Some thought was devoted to the question and several publications were investigated. The conclusion finally arrived at was that no weekly would be likely to give full satisfaction, but the one most likely to come nearest is THE OUTLOOK.

Now and then I meet a manufacturer.

He tells me advertising doesn't pay as it used to.

I wonder what's the matter.

Car advertising seems to pay better than ever.

If you use newspapers and magazines you might investigate.

I'll send some information that may help you.

Just name your line of goods.

THOMAS BALMER,
Advertising Director,
STREET RAILWAYS
ADVERTISING CO.,
Flat Iron Building,
New York.

We are exclusive selling agents for two-thirds of the car space in the United States Canada, Mexico and Brazil.

A Roll of Honor

No amount of money can buy a place in this list for a paper not having the requisite qualification.

Advertisements under this caption are accepted from publishers who, according to the 1906 issue of Rowell's American Newspaper Directory, have submitted for that edition of the Directory a detailed circulation statement, duly signed and dated, also from publishers who for some reason failed to obtain a figure rating in the 1906 Directory, but have since supplied a detailed circulation statement as described above, covering a period of twelve months prior to the date of making the statement, such statement being available for use in the 1907 issue of the American Newspaper Directory. Circulation figures in the ROLL OF HONOR of the last named character are marked with an (*).

These are generally regarded the publishers who believe that an advertiser has a right to know what he pays his hard cash for.

 The full meaning of the Star Guarantee is set forth in Rowell's American Newspaper Directory in the catalogue description of each publication possessing it. No publisher who has any doubt that the absolute accuracy of his circulation statement would stand out bright and clear after the most searching investigation would ever for a moment consider the thought of securing and using the Guarantee Star.

ALABAMA.

Birmingham, Ledger, dy. Average for 1906, \$2,419. Best advertising medium in Alabama.

Montgomery, Journal, dy. Aver. 1906, \$,844. The afternoon home newspaper of its city.

ARIZONA.

Phoenix, Republican. Daily aver. 1906, \$,478. Leonard & Lewis, N. Y. Reps., Tribune Bldg.

ARKANSAS.

Fort Smith, Times. Evening (except Sat.) and Sunday morning. Daily average 1906, 4,238.

CALIFORNIA.

Oakland, Herald. Average 1906, 19,667; Feb. 1907, 26,775. Only California daily circulation guaranteed by Rowell's Directory.

San Francisco, Pacific Churchman, semi-mo.; Episcopalian. Cir. 1905, 1,427; Dec. 1906, 2,500.

San Francisco, Sunset Magazine, monthly; literary; 192 to 234 pages, \$x. Average circulation ten months beginning December, 1905, 64,500. Home Offices, Flood Building.

COLORADO.

Denver, Post. Like a blanket it covers the Rocky Mountain region. Circulation—Daily 62,645, Sunday 87,160.

 The absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

CONNECTICUT.

Bridgeport, Evening Post, Semi-dy. av. '06, 11,268, now over 12,500. E. Katz, Sp. Agt., N.Y.

Bridgeport, Morning Telegram, daily. Average for 1906, \$ aver 10,212. You can cover Bridgeport thoroughly by using Telegram only. Rate, 1½c. per line, flat.

Meriden, Journal, evening. Actual average for 1906, 7,587.

Meriden, Morning Record and Republican. Daily average for 1906, 7,672.

New Haven, Evening Register, dy. Annual semi-ann aver. for 1906, 14,651; Sunday, 11,662.

New Haven, Palladium, dy. Aver. 1905, \$,636; 1906, \$,549. E. Katz, Special Agent, N.Y.

New Haven, Union. Average 1906, 16,481. First 3 mos., '07, 16,582. E. Katz, Sp. Agt., N.Y.

New London, Day, evg. Aver. 1906, 6,104; aver. for Mar., 6,382. E. Katz, Sp. Agent, N.Y.

Norwich, Evening Hour. Daily average guaranteed to exceed \$,100. Sworn circulation statement furnished.

Norwich, Bulletin, morning. Average for 1905, 5,920; 1906, 6,539; Feb., 1907, 6,877.

Waterbury, Republican, dy. Aver. for 1906, \$,643; 1906, 5,957. LaCoste & Maxwell.

DISTRICT OF COLUMBIA.

Washington, Evening Star, daily and Sunday. Daily average for 1906, 25,577 (©©)

FLORIDA.

Jacksonville, Metropolis, dy. Average 1906, 9,432. Mar. '07, 10,900. E. Katz, Sp. Agt., N.Y.

GEORGIA.

Atlanta, Journal, dy. Av. 1905, 46,038. Saturday 47,998. Semi-weekly 56,781; aver. 1906, daily, 50,857; Sun., 57,988; semi-wy., 74,916.

ILLINOIS.

Ashley, Gazette. Circulation 1,182. Largest and only proven circulation in Washington Co.

Aurora, Daily Beacon. Daily average for 1905, 4,580; 1906, 6,454.

Cairo, Citizen. Daily average for 1906, 1,477.

Chicago, Bakers' Helper, monthly (\$1.00). Bakers' Helper Co. Average for 1906, 4,017 (©©).

Chicago, Breeders' Gazette, wy.; \$2.00. Aver. circ'n 11 months ending Nov. 25, 1906, 69,667.

Chicago, Dental Review, monthly. Actual average for 1906, 3,702; for 1906, 4,001.

Chicago, Examiner. Average for 1906, \$49,846 Sunday, 173,000 Daily.

 Guarantees larger circulation in city of Chicago than any two other morning papers combined. Has certificate from Association of American Advertisers.

Circulation for Sunday, 717,681. February, 1907; for Daily, 192,271.

Absolute correctness of latest circulation accorded the Chicago Examiner is guaranteed by the publishers of Rowell's Newspaper Directory.

Chicago, Inland Printer. Actual average circulation for 1905, 15,866 (©©).

FACTS

ABOUT ALABAMA NEWSPAPERS

THAT YOU SHOULD KNOW

The circulation of The Montgomery Advertiser has just been examined by the auditor of the "Association of American Advertisers."

Period examined : July 1, '06, to Dec. 31, '06.

Results :

Daily net paid average..... **12,961**

Sunday net paid average..... **16,831**

Then for December, 1906 :

Daily net paid average..... **14,284**

Sunday net paid average..... **21,186**

No other Montgomery newspaper permitted an examination of its circulation books, in face of the fact that sworn detailed statements or guarantees, claiming over 9,000, are regularly sent out by them.

No other morning or Sunday newspaper printed in Alabama permitted a full examination,

The Montgomery Advertiser will accept advertising contracts on the following **guarantee**:

First: That its circulation is the largest of any morning or Sunday newspaper in Alabama.

Second: That its Sunday circulation is larger than that of any issue of any Alabama newspaper without exception.

Third: That its Daily circulation is at least **3 times**, and its Sunday at least **4 times**, as large as that of any other Daily newspaper printed in Montgomery.

Fourth: That it is the only newspaper printed in Alabama that hasn't an advertising contract on its books varying from its published rate-card.

Fifth: That it carries a larger volume of foreign advertising, and at a higher rate per line, than does any other Alabama newspaper.

Circulation guaranteed. Books open to all. Detailed statements sent on request.

For further information, rates, etc., address

VICTOR H. HANSON

Manager Advertising Department

ADVERTISER BUILDING,

MONTGOMERY, ALA.

Chicago. Journal Amer. Med. Ass'n, weekly. Average '06, **46,479.** Send for circ. map.

Chicago. Record-Herald. Average '06, daily **141,745.** Sunday **211,611.**

22 The absolute correctness of the latest circulation rating accorded the Chicago Record-Herald is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

Chicago. The Tribune has the largest two-cent circulation in the world, and the largest circulation of any morning newspaper in Chicago. The Tribune is the only Chicago newspaper receiving (GO).

Joliet. Herald evening and Sunday morning. Average for year '06, **6,752.**

Peoria. Evening Star. Circulation guaranteed more than **\$1,000.**

INDIANA.

Crawfordsville. Journal. Objectionable ads excluded. *Dy. and wy. average,* '06, **6,872.**

Evanston. Journal-News. *Ar.* for '06, **16,299.** Sundays over **18,000.** E. Katz, S. A., N.Y.

Indianapolis. Up-to-Date Farming. '06 av., **174,584.** Now **200,000** 4 times a mo. a line.

Notre Dame. The Ave Maria. Catholic weekly. Actual net average for '06, **24,612.**

Princeton. Clarion-News, daily and weekly. Daily average '06, **1,447;** weekly, **2,337.**

Richmond. The Evening Item, daily. Sworn average net paid circulation for three months ending, March 31, '07, **5,328.** Daily average for March, '07, **5,504.** A circulation of over 5,000 guaranteed in all 1907 contracts. The item goes into 80 per cent of the Richmond homes. No street sales.

22 The absolute correctness of the latest circulation rating accorded the Richmond Item is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

South Bend. Tribune. Sworn daily average. Feb., '07, **8,622.** Absolutely best in South Bend.

INDIAN TERRITORY.

Muskogee. Times Democrat. '06, average **2,681;** average '06, **5,514.** E. Katz, Agt., N. Y.

IOWA.

Burlington. Hawk-Eye, daily. *Aver.* '06, **8,764.** "All paid in advance."

Davenport. Catholic Messenger, weekly. Actual average for '06, **5,514.**

Davenport. Times. Daily aver. Mar. **12,792.** Circulation in City or total guaranteed greater than any other paper or no pay for space.

Des Moines. Capital, daily. Lafayette Young, publisher. Sworn average circulation for '06, **41,751.** Circulation, City and State, largest in Iowa. More advertising of all kinds in '06 in 342 issues than any competitor in 365 issues. Rate five cents a line, flat.

Des Moines. Register and Leader—daily and Sunday—carries more "Want" and local display advertising than any other Des Moines or Iowa paper. Average circulation for Feb., dy, **80,851.**

Des Moines. Iowa State Register and Farmer, w'y. Ar. number copies printed. '06, **32,128.**

Des Moines. The People's Popular Monthly. Actual average for '06, **182,175.**

Sioux City. Journal. Daily average for '06 sworn, **28,705.** Morning, Sunday and Evening Editions.

Sioux City. Tribune, Evening. Net sworn daily average '06, **27,170;** Feb., '07, **30,161.**

You can cover Sioux City thoroughly by using The Tribune only. It is subscribed for by practically every family that a newspaper can interest. Only Iowa paper that has the Guaranteed Star.

KANSAS.

Hutchinson. News. *Daily* '06, **4,260.** Mar. '06, **4,650.** E. Katz, Special Agent, N. Y.

Lawrence. World, evening and weekly. Copies printed, '06, daily, **3,778;** weekly, **5,034.**

Pittsburg. Headlight, dy. and wy. Actual average for '06, daily **5,962;** weekly, **6,278.**

KENTUCKY.

Lexington. Leader. *Ar.* '06, avg. **5,157.** Sun. **6,793;** Jan., '07, **5,356.** Sy. **6,891.** E. Katz, S. A.

Owensboro. Inquirer. *Daily ar.*, six months ending Jan. 1, '07, **3,166.**

Owensboro. Daily Messenger. *Ar.* detailed sworn circ'n quarter ending Dec. 31, '06, **8,420.**

LOUISIANA.

New Orleans. Item. Average Feb., '07, high water mark, **27,610;** average for '06, **27,347;** average for '05, **24,615.** A high-class newspaper of known circulation. Want advertisements a specialty.

MAINE.

Augusta. Comfort, mo. W. H. Gannett, pub. Actual average for '06, **1,271,982.**

Augusta. Kennebec Journal, dy. and wy. Average daily, '06, **7,656.**

Bangor. Commercial. Average for '06, daily **9,695;** weekly **28,572.**

Madison. Bulletin, wy. Circ., '06, **1,581** Only paper in Western Somerset Co.

Phillips. Maine Woods and Woodsmen, weekly. J. W. Brackett Co. Average for '06, **8,677.**

Portland. Evening Express. Average for '06, daily **12,306.** Sunday Telegram, **8,611.**

MARYLAND.

Annapolis. U. S. Naval Institute, Proceedings of; copies printed ar. yr. end'd Dec. '06, **1,762.**

Baltimore. American, daily. Average '06, Sun., **77,488;** dy, **67,315.** No return privilege.

Baltimore. News, daily. Evening News Publishing Company. Average '06, **69,514.** For March, '07, **82,629.**

The absolute correctness of the latest circulation rating accorded the NEWS is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

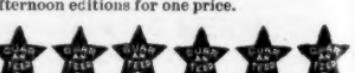
MASSACHUSETTS.

Boston. Christian Endeavor World. A leading religious weekly. Actual average '06, **99,191.**

Boston. Evening Transcript (GO). Boston's tea table paper. Largest amount of week day adv.

The logo consists of a five-pointed star with the words "GUARANTEED" and "STAR" stacked vertically in the center.

Boston. Globe. Average '06, daily, **182,936.** Sunday **295,232.** Largest circulation daily of any two cent paper in the United States. Largest circulation of any Sunday newspaper in New England. Advertisements go in morning and afternoon editions for one price.

The logo consists of a five-pointed star with the words "GUARANTEED" and "STAR" stacked vertically in the center.





BOSTON POST

Average for March, 1907. Boston Daily Post, 210,148, increase of 6,465 over January, 1907; Boston Sunday Post, March, 1907, 284,184, increase of 5,481 over January, 1907. First New England paper to put in Linotypes. First New England paper to put in the autoplate. Has in its big plant the largest and most expensive press in the world. Leads Boston newspapers in amount of foreign business. "The Great Breakfast Table paper of New England." Covers Boston and New England more thoroughly than any other paper. Bulk of its circulation delivered in homes of middle-class, well-to-do portion of community.

The absolute correctness of the latest circulation rating accorded the Boston Post is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully contradicts its accuracy.



Glocester, Daily Times. Every evening except Sunday. Sworn daily average 1906, 7,286.

Holyoke. Transcript, daily. Actual average for year ending May, 1906, 7,389.

Lynn, Evening Item. Daily sworn in, year 1906, 15,068; Jan., 1907, av. 16,017. The Lynn family paper. Circulation absolutely unapproached in quantity or quality by any Lynn paper.

Lynn, Evening News. Actual average for year ending Dec. 31, 1906, 7,226.

Springfield, Current Events. Alone guarantees results. Get proposition. Over \$0,000.

Springfield, Good Housekeeping, mo. Average 1906, 20,915. No issue less than 225,000. All advertisements guaranteed.

Woburn, News, evening and weekly. Daily av. net paid cir. March, 1,528. Wkly, 1,431.

Worcester, Evening Gazette. Actual sworn average for 1906, 11,401 copies daily; Feb., '07, 15,306; March, 1907, 15,768. Largest evening circulation. Worcester's "Home" paper. Permission given A. A. A. to examine circulation.

Worcester, L'Opinion Publique, daily (©). Paid average for 1906, 4,282.

MICHIGAN.

Jackson, Citizen-Press. Gives yearly averages, not weekly. It's Jackson's greatest daily. It carries more advertising and has the largest net paid circulation. Refer to the A. A. A. No secrets. March daily average, 7,684.

Jackson, Patriot. Average Mar., 1907, 7,504; Sunday 8,487, both net paid. Verified by A. A. A. Sworn statements monthly. Examination welcomed.

Saginaw, Courier-Herald, daily, Sunday. Average 1906, 14,397; Feb., 1907, 14,888.

Saginaw, Evening News, daily. Average for 1906, 19,964; Mar., 1907, 20,648.

Teumseh, Semi-Weekly Herald. Actual average for 1906, 1,158.

MINNESOTA.

Minneapolis, Farmers' Tribune, twice a week. W. J. Murphy, pub. Aver. for 1906, 57,886.

Minneapolis, Farm, Stock and Home, semi-monthly. Actual average 1906, 87,187; average for 1906, 100,266.

The absolute accuracy of Farm, Stock & Home's circulation rating is guaranteed by the American Newspaper Directory. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Western Wisconsin and Northern Iowa. Use it to reach section most profitably.

Minneapolis, Svenska Amerikanska Posten. Swan J. Turnblad, pub. 1906, 52,010.

Minneapolis, Journal, Daily and Sunday. In 1906 average daily circulation 74,054. Daily average circulation for Mar., 1907, 76,451. Aver. Sunday circulation, Mar., 1907, 72,740.

The absolute accuracy of the Journal's circulation ratings is guaranteed by the American Newspaper Directory. It reaches a greater number of the purchasing classes and goes into more homes than any paper in its field. It brings results.

CIRCULAT'N Minneapolis Tribune. W. J. Murphy, pub. Est. 1867. Oldest Minneapolis daily. The Sunday Tribune average per issue for the year ending December, 1906, was 81,272. The daily Tribune average per issue for the year ending December, 1906, was 105,164.

St. Paul, A. O. U. W. Guide. Average weekly circulation for 1905, 22,542.

Winona, Republican-Herald, oldest, largest and best newspaper in Minnesota outside the Twin Cities and Duluth. R. O. P. rate 12c. per inch.

MISSOURI.

Joplin, Globe, daily. Average 1906, 15,254. Feb., 1907, 16,634. E. Katz, Special Agent, N. Y.

Kansas City, Journal. Cir'n, 275,000; 206,335 Weekly—display and classified, 40 cents a line, flat; 70,000 Daily and Sunday—display, 1½c.; classified, 7c. Combination Weekly and Sunday—display, 48c. Literature on request.

Kansas City, Western Monthly. Reaches practically all mail-order and general advertisers.

St. Joseph, News and Press. Circulation 1906, 36,079. Smith & Thompson, East. Reps.

St. Louis, Courier of Medicine, monthly. Actual average for 1905, 9,925.

St. Louis, Interstate Grocer has three times more circulation than three other Missouri grocery papers combined. Never less than 5,000.

St. Louis, National Druggist, mo. Henry R. Strong, Editor and Publisher. Average for 1906, 8,000 (©). Eastern office, 59 Maiden Lane.

St. Louis, National Farmer and Stock Grower, monthly. Average for 1906, 104,200.

MONTANA.

Missoula, Missourian. Every morning. Average 12 months ending Dec. 31, 1906, 5,107.

NEBRASKA.

Lincoln, Deutsch-Amerikan Farmer, weekly. Average 1905, 147,032.

Lincoln, Freie Presse, weekly. Actual average for 1906, 150,784.

NEW HAMPSHIRE.

Manchester, Union. Av. 1906, 16,758, daily. N. H. Farmer and Weekly Union, 5,550.

Nashua, Telegraph. The only daily in city. Daily average year ending Dec., 1906, 4,371.

NEW JERSEY

Camden. Daily Courier. Actual average for year ending December 31, 1906, **9,020**.

Elizabeth. Journal. Av. 1906, **5,522**; 1905, **6,515**; 1904, **7,247**; December, 1906, **7,910**.

Jersey City. Evening Journal. Average for 1906. First three months, **307, 23,966**.

Newark. Eve. News. Net dy. av. for 1906, **68,022** copies; net dy. av. for Mar., 1907, **68,680**.

Plainfield. Daily Press. Average 1906, **2,971**. First 7 months, 1906, **2,465**. It's the leading paper.

Trenton. Evening Times. Average 1906, **18,257**; January, 1907, **20,278**.

NEW YORK.

Albany. Evening Journal. Daily average for 1906, **16,251**. It's the leading paper.

Batavia. Daily News. Average 1906, **7,227**. June, 1907, **7,474**. Nothing like it elsewhere.

Buffalo. Courier, morn. Av. 1906, Sunday, **91,168**; daily, **58,681**; Enquirer, even., **22,682**.

Buffalo. Evening News. Daily average 1906, **94,690**; for 1906, **94,743**.

Corning. Leader, evening. Average 1904, **6,288**; 1906, **6,295**; 1906, **6,585**; Feb. av., **6,520**.

Mount Vernon. Argus, evening. Actual daily average for 12 mos. ending Mar. 31, 1907, **4,250**.

Newburgh. News, daily. Av. 1906, **5,477**; 4,000 more than all other Newburgh papers combined.

New York City.

Army & Navy Journal. Est. 1863. Actual weekly average for 1906, **9,706** (©).

Automobile, weekly. Average for year ending Dec. 28, 1906, **15,812**.

Bakers Review, monthly. W. R. Gregory Co., publishers. Actual average for 1906, **5,483**.

Benziger's Magazine, family monthly. Benziger Brothers. Average for 1906, **44,166** for 1906, **47,756**.

Clipper, weekly (Theatrical). Frank Queen Pub. Co., Ltd. Aver. for 1906, **26,611** (©).

El Comercio, mo. Spanish export. J. Shepherd Clark Co. Average for 1906, **8,542**—sworn.

Jewish Morning Journal. Average for 1906, **57,698**. Only Jewish morning daily.

Music Trade Review, music trade and art weekly. Average for 1906, **5,841**.

 Printers' Ink, a journal for advertisers, published every Wednesday. Established 1888. Actual weekly average for 1906, **11,708**.

The People's Home Journal. **554,916** mo. Good Literature. **452,500** monthly, average circulation for 1906—all to paid-in-advance subscribers. F. M. Lupton, publisher.

The Tea and Coffee Trade Journal. Average circulation for year ending Sept., 1906, **6,481**; September, 1906, issue, **6,998**.

Theatre Magazine, monthly. Drama and music. Actual average for 1906, **60,000**.

The World. Actual aver. for 1906. Morn., **205,499**; Evening, **571,746**; Sunday, **411,074**.

Rochester, Case and Comment, mo. Law Av. for year 1906, **30,000**. Guaranteed **20,000**.

Schenectady. Gazette, daily. A. N. Lecty. Actual average for 1906, **13,058**; 1906, **15,309**.

Syracuse, Post-Standard. Dy. cir. last 3 mos. **20,530** copies. The home newspaper of Syracuse and the best medium for legitimate advertisers.

 **Troy.** Record. Average circulation 1906, **18,801**. Average March, 1907, **20,020**. Only paper in city which has permitted A. A. examination...

Utica. National Electrical Contractor, mo. Average for 1906, **3,623**.

Utica. Press, daily. Otto A. Meyer, publisher. Average for year ending March 31, 1907, **14,927**.

NORTH CAROLINA.

Concord. Twice-a-Week Times. Actual average for 1906, **2,455**; 1905, **2,262**.

Raleigh. Times. North Carolina's foremost afternoon paper. Actual daily average Jan. 1st to Oct. 1st, 1906, **6,551**; weekly, **2,200**.

Winston-Salem leads all N. C. towns in manufacturing. The Twin-City Daily Sentinel leads Winston-Salem papers in circulation and advg.

NORTH DAKOTA.

Grand Forks, Normandien. Av. yr. 1906, **7,201**. Avr. for year 1906, **8,180**.

OHIO.

Ashtabula. Amerikan Sanomat. Finnish. Actual average for 1906, **10,766**.

Cleveland. Plain Dealer. Est. 1841. Actual daily average 1906, **72,216**; Sunday, **83,869**; Mar., 1907, **71,398** daily; Sun., **89,778**.

Coshocton. Age, Daily av. 1st 6 mos. 1906, **2,101**; in city 10,000; factory pay-roll \$150,000 monthly.

Coshocton. Times, daily. Actual average for 1906, **2,128**.

Dayton. Laborers' Journal, mo. Circulates generally in U. S. and Canada; 8c. agate line, flat rate. Av. for 1906, **12,816** copies. Sole exclusively Union Laborers' paper published.

Dayton. The Watchword. Illus. Young People's Paper. Av. 1906, **37,971**. 16c. per agate line.

Springfield. Farm and Fireside, over 14 century leading Nat. agricult'l paper. Cir. **485,000**.

Springfield. Woman's Home Companion. Circulation, **600,000**; **150,000** above guarantee. Executive offices, N. Y. City.

Youngstown. Vindicator. Dy. av. '06, **15,740**; Sy. 10,001; LaCoste & Maxwell, N. Y. & Chicago.

Zanesville. Times-Recorder. Av. 1906, **11,126**. Guar'd. Leads all others combined by 50%.

OKLAHOMA.

Oklahoma City. The Oklahoman. 1906 avr., **13,918**; Mar. 1907, **19,414**. E. Katz, Agent, N. Y.

OREGON.

Portland. Evening Telegram. Largest exclusive circulation of any newspaper in Oregon.

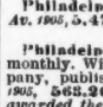
Portland. Pacific Northwest, mo. 1906 average **15,588**. Leading farm paper in State.

PENNSYLVANIA.

Erie. Times, daily. Aver. for 1906, **17,110**; Mar., 1907, **18,678**. E. Katz, Sp. Agt., N. Y.

Harrisburg. Telegraph. Sworn av. Feb., **14,449**. Largest paid circul'n in H'bg or no pay.

Philadelphia. Confectioners' Journal, mo. Av. 1906, **5,470**; 1906, **5,514** (©).

 **Philadelphia.** Farm Journal monthly. Wilmer Atkinson Company, publishers. Average for 1906, **563,966**. Printers' Ink awarded the seventh Sugar Bond to Farm Journal for the reason that "that paper, among all those published in the United States,"

"has been pronounced the one that best serves its purpose as an educator and counselor for the agricultural population, and as an effective and economical medium for communicating with them through its advertising columns." "Unlike any other paper."



Philadelphia, German Daily Gazette. Aver. circulation, 1,906; daily 52,923; Sunday 52,456. Sworn statement. Circulation books open.

The Philadelphia BULLETIN'S Circulation.

The following statement shows the actual circulation of THE BULLETIN for each day in the month of March, 1907.

1.....	272,272	17.....	Sunday
2.....	266,526	18.....	273,984
3.....	Sunday	19.....	268,646
4.....	270,408	20.....	271,931
5.....	273,439	21.....	270,715
6.....	271,486	22.....	268,554
7.....	272,287	23.....	271,239
8.....	271,609	24.....	Sunday
9.....	268,627	25.....	263,727
10.....	Sunday	26.....	264,255
11.....	267,481	27.....	265,610
12.....	273,112	28.....	261,782
13.....	272,120	29.....	240,079
14.....	272,564	30.....	244,843
15.....	273,964	31.....	Sunday
16.....	267,459		

Total for 28 days, 6,942,716 copies.

NET AVERAGE FOR MARCH :

267,029 copies a day

"The Bulletin's" circulation figures are net; all damaged, unsold, free and returned copies have been omitted.

WILLIAM L. MCLEAN, Publisher.

Philadelphia. The Merchants' Guide, published weekly. "The paper that gets results."

Philadelphia. The Press is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily Press for 1906, 100,548; the Sunday Press, 137,863

Philadelphia. West Phila. Bulletin, weekly. Circulation 5,000. James L. Waldin, publisher.

Pittsburg. The United Presbyterian. Weekly circulation 1906, 21,360.

Seranton. Truth. Sworn circulation for 1906, 14,126 copies daily, with a steady increase.

West Chester. Local News, daily. W. H. Hodgson. Average for 1905, 15,297. In its 34th year. Independent. Has Chester County and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

York, Dispatch and Daily. Average for 1906, 17,769.

RHODE ISLAND.

Pawtucket. Evening Times. Aver. circulation for 1906, 17,112 (sworn).

Providence. Daily Journal, 18,051 (O.O.). Sunday, 21,840. (O.O.) Evening Bulletin 26,620 average 1906. Providence Journal Co. publs.

Providence. Real Estate Register; finance, building, etc., 2,528; publs. pay 24% of total city tax.

Providence. Tribune. Morning 10,541; Evening 31,118; Sunday, 16,320. Most progressive paper in the field.

PORLAND, ORE., JOURNAL.

The circulation statements of the JOURNAL are guaranteed by Rowell's American Newspaper Directory, and the JOURNAL is the only daily paper in Oregon entitled to the Guarantee Star.

Detailed sworn circulation statement of the Oregon daily and Sunday JOURNAL. Portland, Oregon, from January 1, 1907, to April 1, 1907:

JANUARY			
1.....	26,218	19.....	27,108
2.....	26,814	20.....	28,082
3.....	26,480	21.....	25,072
4.....	26,723	22.....	27,330
5.....	28,050	23.....	27,204
6.....	24,708	24.....	27,232
7.....	26,848	25.....	27,184
8.....	26,886	26.....	27,312
9.....	26,852	27.....	28,225
10.....	26,825	28.....	25,184
11.....	27,070	29.....	27,262
12.....	27,816	30.....	27,204
13.....	24,391	31.....	27,122
14.....	26,542	32.....	27,476
15.....	26,599		
16.....	26,871	Total.	831,523
17.....	26,834		

Daily Average for January, 26,823.

FEBRUARY			
1.....	27,788	16.....	29,452
2.....	28,200	17.....	27,310
3.....	25,308	18.....	28,808
4.....	27,432	19.....	28,837
5.....	28,102	20.....	28,884
6.....	28,499	21.....	29,104
7.....	28,656	22.....	29,195
8.....	28,740	23.....	29,914
9.....	28,916	24.....	25,964
10.....	25,510	25.....	28,685
11.....	28,824	26.....	28,996
12.....	28,962	27.....	29,110
13.....	28,750	28.....	28,680
14.....	28,824		
15.....	28,980	Total.	794,431

Daily Average for February, 28,372.

MARCH			
1.....	28,912	18.....	29,128
2.....	30,615	19.....	29,134
3.....	26,312	20.....	29,108
4.....	29,068	21.....	29,114
5.....	29,188	22.....	28,884
6.....	29,042	23.....	30,075
7.....	28,926	24.....	26,512
8.....	29,304	25.....	29,098
9.....	29,940	26.....	29,142
10.....	26,500	27.....	29,199
11.....	29,102	28.....	29,120
12.....	29,493	29.....	29,206
13.....	29,389	30.....	30,070
14.....	29,178	31.....	26,725
15.....	29,126		
16.....	29,952	Total.	894,362
17.....	26,500		

Daily Average for March, 28,850.

Westerly. Sun. Geo. H. Utter, pub. Aver. 1906, 4,627. Largest circulation in Southern R. I.

SOUTH CAROLINA.

Charleston. Evening Post. Actual avg. average for 1906, 4,474. December, 1906, 4,755.



Columbia, State. Actual average for 1906, daily (O.O.), 11,237 copies; semi-weekly, 2,245; Sunday (O.O.), 1906, 12,228. Actual average for first three months, 1907, daily (O.O.) 12,525. Sunday (O.O.) 16,851.

Spartanburg. Herald. Actual daily average for 1906, 2,180. December, 1906, 2,250.

TENNESSEE.

Chattanooga. News. Aver. 5 m.s. ending Dec. 31, 1906, 14,707. Only Chattanooga paper permitting examination circulation by Assoc. Am. Advertisers. Carries more advg. in 6 days than morning paper 7 days. Greatest Want Ad medium. Guarantees largest circulation or no pay.

Knoxville. Journal and Tribune. Daily average year ending December 31, 1906, 15,692. Daily aver. last 3 months 1906, 15,247.

One of only five papers in the South, and only paper in Knoxville awarded the Guarantee Star. The leader in this field.

Knoxville. Sentinel. Average Mar., 1907, 12,555. It carries the bulk of advertising coming to Knoxville.

Memphis. Commercial Appeal. daily, Sunday, weekly. Average 1906, daily 35,927; Sunday 58,236; weekly, \$0,585. Smith & Thompson, Representatives, N. Y. & Chicago.

Memphis. Times, Sunday. Circulation year ending December, 1906, 2,940.

Nashville. Banner, daily. Aver. for year 1906, \$1,455; Jan. 1907, 38,385; Feb. 1907, 37,271

TEXAS.

Brenham. Texas, Enterprise. Average 1906, 5,427; present output over 10,000 guaranteed.

El Paso. Herald. Feb. av., 7,181. Merchants' canvas: "Herald in 80% of all E. P. homes."

VERMONT.

Barre. Times, daily. F. E. Langley. Aver. 1906, 8,327; 1906, 4,112.

Burlington. Free Press. Daily average for 1906, 8,459. Largest city and State circulation. Examined by Association of American Advertisers.

Rutland. Herald. Average 1904, 2,527. Average 1906, 4,286. Average 1906, 4,677.

St. Albans. Messenger, daily. Actual average for 1906, 3,051; for 1906, 8,388 copies per issue

VIRGINIA.

Danville. The B.^e. Av. 1906, 2,567. March, 1907, 2,610. Largest circ'n. Only even'g paper.

Richmond. News Leader. Sun'n dy. av. 1906, 8,117. Largest in Virginia and Carolinas.

Rocky Mount. Franklin Chronicle. wy. Av. '06, 1,610; March, '07, 1,920 weekly. Home print

WASHINGTON.

Seattle. Post-Intelligencer (O.O.). Average for Mar., 1907, net-Sunday, 38,959; Daily, 29,655; week day, 28,224. Only sworn circulation in Seattle; only guaranteed Gold Mark and largest genuine and cash paid circulation in Washington; highest quality, the best service, the greatest results always.



Seattle. The Daily and Sunday Times led all newspapers on the Pacific Coast north of Los Angeles in amount of advertising printed during 1906, leading its nearest rival by over 178,000 inches display and 300,000 lines of classified.

That tells the story of results. Average circulation in 1906 was 42,172 daily, 56,794 Sunday. Averages for January, 1907, were - Daily 44,911, Sunday 61,591. You get the best quality and largest quantity of circulation perfectly blended when you buy space in the Times, the biggest newspaper success of the last decade on the Pacific Coast.



Tacoma. Ledger. Average 1906, daily, 16,059; Sunday 21,798.

Tacoma. News. Average 1906, 16,109; Saturday, 17,610.

WEST VIRGINIA.

Parkersburg. Sentinel, daily. R. E. Hornor, pub. Average for 1906, 2,640.

Ronceverte. W. Va. News. wy. Wm. B. Blake & Son, publs. Aver. 1906, 2,220.

WISCONSIN.

Janesville. Gazette, d'y and s-w'y. Circ'n - average 1906, daily 3,811; semi-weekly 2,682.

Madison. State Journal, d'y. Average 1906, 2,602; for Jan. and Feb., 1907, 4,609.

Milwaukee. Evening Wisconsin, d'y. Av. 1906, 28,450 (O.O.). Carries largest amount of advertising of any paper in Milwaukee.

Milwaukee. The Journal, evg, independent. Aver. for Mar., 1906, 48,948; Mar., 1907, 51,490. Daily garn., 7,547. The Journal's paid circulation in the city alone is larger than the total paid circulation of any other Milwaukee paper, morning, evening or Sunday.

Oshkosh. Northwestern. daily. Average for 1906, 8,099.



The WISCONSIN AGRICULTORIST

Racine, Wis., Estab. 1877. Actual weekly average for year ended Feb. 28, 1907, 51,126. Larger circulation in Wisconsin than any other paper. Adv. \$3.50 an inch. N. Y. Office, Temple Ct., W. C. Richardson, Mgr.

WYOMING.

Cheyenne. Tribune. Actual daily average net for 1906, 5,126; semi-weekly, 3,598.

BRITISH COLUMBIA.

Vancouver. Province, daily. Average for 1906, 10,161; Mar., 1907, 12,544. H. DeClercq, U. S. Repr., Chicago and New York.

Victoria. Colonist, daily. Colonist P. & P. Co. Average for 1906, 4,512; Jan., 1907, 4,936. U. S. Rep., H. C. Fisher, New York.

MANITOBA CAN.

Winnipeg. Free Press, daily and weekly. Average for 1906, daily, 34,559; daily Mar., 1907, 37,962; wy. av. for mo. of Mar., 25,975.

Winnipeg. Der Nordwesten. Canada's German newspaper. Av. 1906, 16,177. Rates 6c. inch.

Winnipeg. Telegram. Daily aver. March, 24,368. Weekly av., 20,287. Flat rate, 3½c.

NOVA SCOTIA, CAN.

Halifax. Herald (O.O.) and Evening Mail. Circulation, 1906, 15,358. Flat rate.

ONTARIO, CAN.

Toronto. Canadian Implement and Vehicle Trade, monthly. Average for 1906, 6,083.

Toronto. Canadian Motor, monthly. Average circulation for 1906, 4,640.

Toronto. The News. Daily average circulation for the month of February, 1907, 40,210. Advertising rate 50c. per inch flat.

QUEBEC. CAN.

Montreal. La Presse. La Presse Pub. Co. Ltd., publishers. Actual average 1906, daily 96,771; 1906, 100,037; weekly, 49,992.



Montreal. The Daily Star and The Family Herald and Weekly Star have nearly 200,000 subscribers, representing 1,000,000 readers—one-fifth Canada's population. Av. cir. of the Daily Star for 1906, 60,954, copies daily; the Weekly Star, 125,452 copies each issue.

(○○) GOLD MARK PAPERS (○○)

Out of a grand total of 23,461 publications listed in the 1906 issue of Rowell's American Newspaper Directory, one hundred and fourteen are distinguished from all the others by the so-called gold marks (○○).

WASHINGTON, D. C.

THE EVENING AND SUNDAY STAR (○○). Reaches 90% of the Washington homes.

GEORGIA.

ATLANTA CONSTITUTION. Aver. 1906, Daily 33,590 (○○). Sunday 48,731. W'y. '04, 167,925.

AUGUSTA CHRONICLE (○○). Only morning paper; 1906 average 6,043.

ILLINOIS.

GRAIN DEALERS' JOURNAL (○○), Chicago, prints more class'd ads than all others in its line.

THE INLAND PRINTER, Chicago. (○○). Actual average circulation for 1906, 15,866.

BAKERS' HELPER (○○), Chicago, only "Gold Mark" journal for bakers. Oldest, best known.

TRIBUNE (○○). Only paper in Chicago receiving this mark, because TRIBUNE ads bring satisfactory results.

KENTUCKY.

LOUISVILLE COURIER - JOURNAL (○○). Best paper in city; read by best people.

MAINE.

LEWISTON EVENING TRANSCRIPT (○○), established 1830. The only gold mark daily in Boston

MASSACHUSETTS.

BOSTON. Am. Wool and Cotton Reporter. Recognized organ of the cotton and woolen industries of America (○○).

BOSTON EVENING TRANSCRIPT (○○), established 1830. The only gold mark daily in Boston

TEXTILE WORLD RECORD (○○), Boston. Nearly 200 of its 400 advertisers use no other textile journal. It covers the field.

WORCESTER L'OPINION PUBLIQUE (○○) is the leading French daily of New England.

MINNESOTA.

NORTHWESTERN MILLER

(○○) Minneapolis, Minn.; \$3 per year. Covers milling &c. flour trade all over the world. The only "Gold Mark" milling journal (○○).

NEW YORK.

NEW YORK TIMES (○○). Largest gold-mark sales in New York.

BROOKLYN EAGLE (○○) is THE advertising medium of Brooklyn.

ENGINEERING NEWS (○○).—A periodical of the highest character. *Times, Troy.*

THE POST EXPRESS (○○). Rochester, N. Y. Best advertising medium in this section.

ARMY AND NAVY JOURNAL (○○). First in its class in circulation, influence and prestige.

SCIENTIFIC AMERICAN (○○) has the largest circulation of any technical paper in the world.

VOGUE (○○) carried more advertising in 1906 than any other magazine, weekly or monthly.

ELECTRICAL REVIEW (○○) covers the field. Read and studied by thousands. Oldest, ablest electrical weekly. Reaches the buyers.

NEW YORK HERALD (○○). Whoever mentions America's leading newspapers mentions the New York HERALD first.

CENTURY MAGAZINE (○○). There are a few people in every community who know more than all the others. These people read the CENTURY MAGAZINE.

HARDWARE DEALERS' MAGAZINE. In 1906, average issue, 20,791 (○○).

Specimen copy mailed upon request.

D. T. MAI-LETT, Pub., 25 Broadway, N. Y.

NEW YORK TRIBUNE (○○) daily and Sunday. Established 1841. A conservative, clean and up-to-date newspaper, whose readers represent intellect and purchasing power to a high-grade advertiser.

ELECTRICAL WORLD (○○). Established 1874. The great international weekly. Circulation audited, verified and certified by the Association of American Advertisers. Average weekly circulation first six months of 1906 was 18,865.

PENNSYLVANIA.

CARRIAGE MONTHLY (○○), Phila. Technical journal; 40 years; leading vehicle magazine.

THE PRESS (○○) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable distinctions for any newspaper. Sworn circulation of The Daily Press, 100,348; The Sunday Press, 137,863.

THE PITTSBURG DISPATCH (○○)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Only two-cent morning paper assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

RHODE ISLAND.

PROVIDENCE JOURNAL (○○), a conservative enterprising newspaper without a single rival.

SOUTH CAROLINA.

THE STATE (○○), Columbia, S. C. Highest quality, largest circulation in South Carolina.

VIRGINIA.

THE NORFOLK LANDMARK (© ©) is the home paper of Norfolk, Va. That speaks volumes.

WASHINGTON.

THE POST INTELLIGENCER (© ©). Only morning paper in Seattle. Oldest in State. The biggest and best. Always reliable. Always ahead.

WISCONSIN.

THE MILWAUKEE EVENING WISCONSIN (© ©), the only gold mark daily in Wisconsin.

CANADA.

THE HALIFAX HERALD (© ©) and the EVENING MAIL. Circulation 15,558, flat rate.

THE WANT-AD MEDIUMS

A Large Volume of Want Business is a Popular Vote for the Newspaper in Which It Appears.

Advertisements under this heading are only desired from papers of the requisite grade and class.

CONNECTICUT.

MERIDEN, Conn. MORNING RECORD; old established family newspaper; covers field \$0,000 high-class pop. leading Want Ad paper. Classified rate, cent a word; 7 times 5 cents a word. Agents Wanted, half a cent a word.

DISTRICT OF COLUMBIA.

THE EVENING and SUNDAY STAR, Washington, D. C. (© ©), carries double the number of WANT ADS of any other paper. Rate 1c. a word.

GEORGIA.

CLASSIFIED advertisements in the PRESS, of Savannah, Ga., cost one cent a word—three insertions for price of two—six insertions for price of three.

ILLINOIS.

THE DAILY NEWS is Chicago's "Want ad" Directory.

THE CHAMPAIGN NEWS is the leading Want ad medium of Central Eastern Illinois.

THE TRIBUNE publishes more classified advertising than any other Chicago newspaper.

INDIANA.

THE INDIANAPOLIS NEWS prints every day every week, every month and every year, more paid classified (want) advertisements than all the other Indianapolis papers combined. The total number it printed in 1906 was 315,300, an average of over 1,000 every day, which is 196,929 more than all the other Indianapolis papers had.

STAR LEADS IN INDIANA.

During Feb., '07, the INDIANAPOLIS STAR gained 150 columns over Feb., '06—the STAR's nearest competitor lost 7.5 columns—the STAR carried 23.75 more columns than its nearest competitor. THE INDIANAPOLIS STAR has passed the 100,000 circulation mark. Rates, 6c. per line.

TERRE HAUTE TRIBUNE. Goes into 82 per cent of the homes of Terre Haute.

INDIAN TERRITORY.

ARDMOREITE, Ardmore, Ind. Ter. Sworn circulation second in State. Popular rates.

IOWA.

THE Des Moines CAPITAL guarantees the largest city and the largest total circulation in Iowa. The Want columns give splendid returns always. The rate is 1 cent a word; by the month \$1 per line. It is published six evenings a week; Saturday the big day.

THE Des Moines REGISTER AND LEADER; only morning paper; carries more "want" advertising than any other Iowa newspaper. One cent a word.

KANSAS.

APEAL TO REASON, Girard, Kan.; over 300,000 weekly guaranteed; 10 cents a word.

THE TOPEKA CAPITAL in 1906 gained 58,960 paid "Want" ads over 1905, and carried 15,933 more than all other Topeka dailies combined; \$c. inc. Only Sunday paper. Largest circulation.

MAINE.

THE EVENING EXPRESS carries more Want ads than all other Portland dailies combined.

MARYLAND.

THE BALTIMORE NEWS carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad medium of Baltimore.

MASSACHUSETTS.

THE BOSTON EVENING TRANSCRIPT is the great resort guide for New Englanders. They expect to find all good places listed in its advertising columns.



THE BOSTON GLOBE, daily and Sunday, for the year 1906, printed a total of 444,757 paid "want" ads. There was a gain of 17,530 over the year 1905, and was 201,569 more than any other Boston paper published for the year 1906.



30 WORDS, 5 days, 25 cents. DAILY ENTERPRISE, Brockton, Mass. Circulation, 10,000

MINNESOTA.

THE MINNEAPOLIS TRIBUNE is the recognized Want ad medium of Minneapolis.

THE Minneapolis Daily and Sunday JOURNAL carries more classified advertising than any other Minneapolis newspaper. No free Want and no Clairvoyant nor objectionable medical advertisements printed. Classified Wants printed in March, 192,038 lines. Individual advertisements, 26,979.

CIRCOLATIN'.

THE MINNEAPOLIS TRIBUNE is the oldest Minneapolis daily and has over 100,000 subscribers. It publishes over 80 columns of Want advertisements every week at full price (average of two pages a day); no free ads; price covers both morning and evening issues. Rate, 10 cents per line. Daily or Sunday.



MISSOURI.

THE JOPLIN GLOBE carries more Want ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 1c.

NEW JERSEY.

THE NEWARK EVENING NEWS is the recognized Want-ad Medium of New Jersey.

NEWARK, N. J. FREIE ZEITUNG (Daily and Sunday) reaches bulk of city's 100,000 Germans. One cent per word; 8 cents per month.

NEW YORK.

THE EAGLE has no rivals in Brooklyn's classified business.

ALBANY EVENING JOURNAL, Eastern N. Y.'s best paper for Wants and classified ads.

DAILY ARGUS, Mount Vernon, N. Y. Greatest Want ad medium in Westchester County.

NEWBURGH DAILY NEWS, recognized leader in prosperous Hudson Valley. Circulation, 6,000.

BUFFALO NEWS with over 85,000 circulation, is the only Want Medium in Buffalo and the strongest Want Medium in the State, outside of New York City.

PRINTERS' INK published weekly. The recognized and leading Want ad medium for want ad mediums, mail order articles, advertising novelties, printing, typewritten circuit, rubber stamps, office devices, advertising, half tone making, and practically anything which interests and appeals to advertisers and business men. Classified advertisements, 20 cents a line per issue flat, six words to a line.

WATERTOWN DAILY STANDARD, Guaranteed daily average 1906, 7,000. Cents per word.

OHIO.

YOUNGSTOWN VINDICATOR—Leading "Want" medium, 1c. per word. Largest circulation.

OKLAHOMA.

THE OKLAHOMAN, Okla. City, 10,414. Publishes more Wants than any 7 Okla. competitors.

PENNSYLVANIA.

THE Chester, Pa. TIMES carries from two to five times more classified ads than any other paper. Greatest circulation.

RHODE ISLAND.

THE EVENING BULLETIN—By far the largest circulation and the best Want medium in R. I.

THE EVENING TRIBUNE, Providence, R. I., largest paid circulation in the State.

SOUTH CAROLINA.

THE NEWS AND COURIER (OO), Charleston, S. C. Great Southern Want ad medium; 1c. a word; minimum rate 25¢.

THE Columbia STATE (OO) carries more Want ads than any other South Carolina newspaper.

WASHINGTON.

THE POST-INTELLIGENCER (OO), Seattle, Wash., is the leading "Want" ad medium of the Pacific Northwest. Readers respond to P-I. Want ads because every ad is a genuine "want," hence greatest results to advertisers. Over 41 columns a day was the average for March, 1907; 26 departments; 360 separate classifications. Write for sample copy. Rates, 10c. per line.

CANADA.

LA PRESSE, Montreal. Largest daily circulation in Canada without exception. (Daily 100,000. Saturdays 117,000—sworn to.) Carries more want ads than any newspaper in Montreal.

THE DAILY TELEGRAPH, St. John, N. B., is the want ad medium of the maritime provinces. Largest circulation and most up to date paper of Eastern Canada. Want ads one cent a word. Minimum charge 25 cents.

THE Montreal DAILY STAR carries more Want advertisements than all other Montreal dailies combined. The FAMILY HERALD AND WEEKLY STAR carries more Want advertisements than any other weekly paper in Canada.

THE Winnipeg FREE PRESS carries more "Want" advertisements than any other daily paper in Canada and more advertisements of this nature than are contained in all the other daily papers published in Western Canada combined.

A BELATED BOOK REVIEW.

From the New Orleans (La.) *Picayune* of April 8, 1907:

FORTY YEARS AN ADVERTISING AGENT, 1865-1905. By George Presbury Rowell. Printers' Ink Publishing Company, New York. 1906. 517 pages. Price \$2.00.

Mr. Rowell is known to fame as the founder of the Advertising Agency of Geo. P. Rowell & Co., of Rowell's American Newspaper Directory, and of PRINTERS' INK, a journal for advertisers. No American has contributed more to the development of the art of advertising within the last half century. The book in hand records the notable events, the great successes of his service in that extremely important field of enterprise. It will be read with interest, of course, by practical newspaper managers and advertisers everywhere; but it will be read also because of its value to the literature of biography. Its fifty-two chapters originally appeared serially through the fifty-two numbers of PRINTERS' INK for the year 1905. He states in his "Foreword" that as the work progressed there were evidences that the papers were being read with interest, not only by men of the writer's generation, but in business houses where advertising formed a part of the conduct of affairs, it was made to appear that they had the attention of clerks and office boys, from among whom the advertising men of the future are likely to be recruited. Later on commendations came pouring in from unexpected quarters, and he discovered that he had captured a much wider public than the one to which he had specially addressed this story of his career as an advertising agent, and as an exponent of the art of advertising. The truth is that Mr. Rowell is an entertaining writer, and he has a great deal to tell. It is true that his book is by no means a complete autobiography, and it was not his purpose to give it that character, but he quietly takes it for granted that the reader will be interested in the people who interested him, and he is amply justified by the result. He talks about his horse, his landlady, his fellow-boarders, his employers, his patrons; and one never feels disposed to accuse him of garrulity or irrelevancy. He does a pen-and-ink portrait in two lines, and tells a good story in six.

An advertising man who has visited a great many newspaper plants during the past three months tells PRINTERS' INK that the *Item*, published at Lynn, Massachusetts, has very complete mechanical facilities, which would do credit to a much larger paper. During 1906 the *Item* printed an average of 15,068 copies daily.

ADVERTISING is the commercial education of human desire.—*Exchange*.

A Special Issue

The Advertising of Summer and Winter Resorts



PRINTERS' INK is now compiling a large and valuable list of hotels located at the Summer and Winter Resorts of the United States and Canada. The list will be complete as that possessed by any paper in the country. On account of the care exercised in compilation it should be the most accurate of all Resort lists.

The issue of PRINTERS' INK for May 22d will be sent to the manager of the hotels upon the list. The issue will contain informing articles, written especially upon Hotel Advertising at Resorts. It will conform to the high standard set by previous Special Issues of PRINTERS' INK, notably the issue for Schools, put out in February. The aim will be to make the number so valuable that it will be preserved, and referred to when the question of copy and mediums arises.

Newspapers or magazines that desire to co-

For space in this issue
address at once

PRINTERS'

of Printers' Ink

of Spring and Winter Resorts

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articles, which are as follows:

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CLASSIFIED ADVERTISING: 20 cents a line. Dis-

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ADVERTISING: \$40 a page; \$20 a half-page;

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a quarter-page; \$3 an inch. If a SPECIFIED

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Five per cent discount is allowed from

se prices if payment accompanies the order

ire to copy.

PRINTERS' INK 10 SPRUCE STREET
NEW YORK CITY

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

THE PRINTERS' INK PUBLISHING COMPANY, Publishers.

Issued every Wednesday. Subscription price, two dollars a year, one dollar for six months. On receipt of five dollars four paid subscriptions, sent in at one time, will be put down for one year each and a larger number at the same rate. Five cents a copy. Three dollars a hundred. Being printed from stereotype plates, it is always possible to supply back numbers, if wanted in lots of 500 or more, but in all such cases the charge will be five dollars a hundred.

ADVERTISING RATES

Advertisements 20 cents a line, pearl measure, 35 lines to the inch (\$3); 200 lines to the page (\$40). For specified position selected by the advertiser, if granted, double price is demanded.

On new time contracts the last copy is repeated when new copy fails to come to hand one week in advance of day of publication.

Contracts by the month, quarter or year, may be discontinued at the pleasure of the advertiser, and space used paid for *pro rata*.

Two lines smallest advertisement taken. Six words make a line.

Everything appearing as reading matter is inserted free.

All advertisements must be handed in one week in advance.

OFFICE: NO. 10 SPRUCE ST.

Telephone 4779 Beckman.

London Agent, F. W. Sears, 50-52 Ludgate Hill, E.C.

New York, April 24, 1907.

THE genius of advertising is confidence.

THE born writer of advertisements could make a census table as interesting as a novel.

THE good advertising man has the hopefulness of youth and the steadiness of age. He also has a persuasive tongue.

THE great secret of success to the public writer is to say the thing that the most people have discerned—or even half discerned. Here is a big hint for the maker of advertising matter.

"Success" Bars Beginning with the June number,
"Fakes." Success Magazine will exclude from its columns all speculative, industrial stock selling and land development advertisements. The periodical has always barred advertising that might be objectionable in the home, including medical, liquor and cigarette copy, and the latest decision of Mr. Colver is to be commended.

Even Homer Nods. A recent advertisement of the Indianapolis Star in PRINTERS' INK contained the following paragraph:

Indianapolis is the only capital in the United States that is the metropolis of the State. This fact is all the more remarkable when the fact is taken into consideration that Indiana is the seventh State in population in the United States, and Indianapolis seventeenth in the rank of leading cities.

Several correspondents take exception to the first sentence. Jefferson Thomas, of Harrisburg, writes under date of April 12:

How about Little Rock, Arkansas; Denver, Colorado; Atlanta, Georgia; Boise, Idaho; Des Moines, Iowa; Boston, Massachusetts; Providence, Rhode Island; Salt Lake City, Utah; Richmond, Virginia, and Cheyenne, Wyoming?

Hadn't Brother McClellan better instruct his young men to study the census statistics?

The following letter comes from Columbia, S. C.:

In the advertisement of the Indianapolis Star in your issue of April 10th, the statement is made that "Indianapolis is the only capital in the United States that is the metropolis of the State."

Has the writer of that advertisement forgotten that Boston Mass.; Richmond, Va.; Atlanta, Ga.; Denver, Col.; Little Rock, Ark.; and Des Moines, Iowa, are still on the map? Those cities are capitals of their respective States, and most of us have been taught that each is also the metropolis of its State.

If the Star's advertising writer is as careless as to the accuracy of the statements he makes about the Star as he is about this statement, how are advertisers to know whether his claims are correct or not?

The error mentioned probably does nobody any harm, but I write this note simply to call attention to the importance of every newspaper advertising manager being certain of his facts before making statements,

Very truly yours,

F. C. WITHERS,
 Advertising Manager of the State.

Indiana is an important State. Indianapolis is its metropolis and capital, and the Star prints more copies than any other paper in the State. All this is within the bounds of truth. It is also true that Mr. McClellan usually puts in his advertisements valuable, readable facts for an advertiser. The Star League's advertisements, which have appeared on the first cover page of PRINTERS' INK for several years, have been of far higher grade than the average advertisements of publishers. Consequently, one should be lenient with the writer of the advertisement in question.

ADVERTISING was once regarded as an adjunct—now it is an essential.

GEORGE G. BENEDICT, for forty years editor of the *Free Press*, Burlington, Vt., died in the South April 8, aged eighty.

ALPHONUS P. HAIRE has secured a position of assistant advertising manager of the Simpson-Crawford Company, New York.

In the cover of a box containing a letter-opener, sent out by a prominent advertiser, appears a small label with the note, "S. D. Childs & Company began making novelties in 1837, and have kept it up ever since in Chicago."

THE April meeting of the New York Advertising League will be held to-morrow evening. The speakers will be William H. Johns, vice-president of the George Batten Co., Thomas Balmer, Robert Frothingham and Arnold Binger.

THE *Egg Reporter* of Waterloo, Iowa, advertised its first cover page for sale to the highest bidder, and sold the space for one year to the Ford & Howard Company of Chicago. The *Egg Reporter* is a trade publication for the buyer of, shipper of, and dealer in eggs and poultry.

Publishers To Meet. The Southern Newspaper Publishers' Association will hold its fifth annual session in Richmond, May 21 and 22. After the convention adjourns the delegates will board a steam yacht and take the day-light ride down the James river, passing the historic Virginia homes and Jamestown Island and landing at the exposition pier. Representatives of the Jamestown Exposition will meet the party at the wharf. The association is composed of the publishers of the leading daily papers of the South, of whom it is thought probably seventy-five will be in attendance at the Richmond session.

HARLAN PAGE HALL, who founded the St. Paul *Dispatch* in 1868, and who was long identified with journalism in that city, died there suddenly April 9, aged sixty-five.

 In all the United States there is probably no other paper which has so large a distribution in city and country as the *Erie Times*, relative to population.

An excellent little booklet on "How to Get and Hold a Position" comes from the author, S. Roland Hall, Scranton, Pa. Mr. Hall deals with the subject from the standpoint of the man out of a job, and shows how to answer advertisements effectively, write letters of application, etc. The common sense side of these matters rather than the formal has been treated.

Pulitzer is Sixty. At a dinner given to his staff in New York, April 10, Joseph Pulitzer, publisher of the *New York World* and *St. Louis Post-Dispatch*, celebrated his sixtieth birthday. There was a companion dinner on the same evening in St. Louis, greetings being exchanged over the long-distance telephone. Mr. Pulitzer was not present, but sent a cable message from southern France. It was announced that hereafter the active management of the *World* will be in the hands of the publisher's son, Ralph Pulitzer.

MEDILL MCCORMICK has retired from active control of the Cleveland *Leader*. Nat C. Wright has been chosen president and editor, and Harry S. Thalheimer vice-president and business manager. Mr. McCormick's action is said to be due to the increased demand upon his time and energy since he has become the publisher of the *Chicago Tribune*. It is said there will be no change in the policy of the *Leader* as a result of the retirement of Mr. McCormick from active control.

THE Myron C. Clark Pub. Co. has moved its main offices from New York to 353 Dearborn street, Chicago. The company publishes a weekly technical paper, *Engineering-Contracting* and several monthly periodicals.

AUTOMOBILE manufacturers complain of the rules laid down for the Glidden tour this summer, and many are said to be unwilling to compete in these races because the plan adopted forbids winning credit for individual machines. Cars are required to run according to a "club" plan that merges identity. Hence there is no advertising value in the race.



The Terre Haute, Ind., *Tribune* states that it goes into at least thirty per cent more homes in that city than any other paper. In March local business increased 101 per cent over March, 1906. Local advertising is secured by a newspaper strictly on its merits as a result producer.

In Terre Haute the *Tribune* is the only paper that has secured the Guarantee Star.

To Probe Postoffice. A commission appointed by Congress to examine the business methods of the Post-office Department has been in session in New York, engaging the services of experts. It consists of three Senators, appointed by the President, and three Representatives, appointed by Speaker Cannon. The present business system of the department was adopted in 1835. The commission has engaged the firms of Jones, Ceasar, Dickenson, Wilmot & Co. and of Deloitte, Plender, Griffiths & Co., chartered accountants of New York, to make an expert examination into the methods of accounting and expenditure in vogue in the Postoffice Department and postal service. The accountants have also been requested to recommend such improvements in accounting methods as the investigation may find to be practicable.

THE Special Southern Number of *World's Work* goes to press May first. Walter H. Page, the editor, has been traveling in the South and giving personal attention to the issue, and Herbert S. Houston, the advertising manager, has just returned from an extended sojourn in the southern country in the interests of the special edition.

THE May meeting of New York circulation managers will be held on one of the Hudson River boats, by invitation of the Catskill Evening Line. The circulation men will go ashore at Catskill, N. Y., and be the guests of Richard S. Barrett, a newspaper correspondent, for a day's outing in the mountains.

On March 31 the Chicago *Record-Herald* issued a special pure food edition, containing several pages of matter about foods, the food law, opinions of experts, manufacturers, public officials, etc. This issue carried 211 columns of advertising. Every grocer in Chicago, Illinois, Wisconsin, Michigan, Indiana and Iowa received a copy. Gerald Pierce, business manager of the *Record-Herald*, who has been confined by a seven months' illness, returned to his office February 1.

The "Post's" New Home. With its issue for April 13 the New York *Evening Post* sent out a handsome building supplement of thirty-two pages, printed by the American Bank Note Company, describing its new home in Vesey street, and giving a condensed history of the paper. The *Post* is now 106 years old, and this makes its seventh home since 1801. It was established at 40 Pine street, was at 27 Pine street in 1840, moved from there to 23 Pine street, and from there to Nassau and Pine streets in 1849. In 1853 it bought a building at 55 Liberty street, and in 1875 moved to Broadway and Fulton street. The present building houses several other publications, among them *Yachting*, the *Coal Trade Journal*, the *Army and Navy Journal*, and the New York office of the *Boston Herald*.

DURING March the Knoxville, Tenn., *Sentinel* printed an average of 13,556 copies daily.

ONE-INCH advertisements for the San Francisco Bureau of Publicity, calling attention of farmers to that city, are being placed in agricultural journals by the Dake agency, Chicago.

TO MARK the opening of a great new department store, the David C. Beggs Co., Columbus, Ohio, took a four-page supplement in color in the *Ohio State Journal*, that city, March 31, and published views of the establishment, with a complete directory of departments.

A SMALL monthly magazine filled with the suburban spirit, called the *Home Maker*, has been established by the New York office of W. M. Ostrander, and will be used in promoting sales of lots in Staten Island. It is mailed free to any person living within twenty-five miles of New York.

THE widely-heralded "mining show" in Grand Central Palace, New York, organized to acquaint the public with possibilities of getting rich through purchases of cheap mining securities, opened April 15 with mountains of prospectuses and ten-cent stock piled up, and a side-show of fortunetellers and similar experts. The police visited the place the first evening and suppressed several gambling games. The show was well attended by holders of free tickets.

"THE first gun in a selling campaign for an infant industry" is the way the Forbes Company, Philadelphia, refers to a booklet now being sent with a personal letter to architects. This concern makes apparatus that sterilizes the water supply of a residence, factory, hospital or any other building, doing it with gas, oil, alcohol, electricity or exhaust steam, and in quantities from twelve to 100,000 gallons per hour. The booklet is conspicuous for its sense and pithy style.

Comparing your printed matter with that of your competitors, is the "percentage" for or against you?

The vast wealth of Monte Carlo is due to the "percentage," slight though it is, in favor of the "bank."

The success achieved by your printed matter depends upon whether, in respect to attractiveness and convincing power, the "percentage" is in your favor or not.

And if it is in your favor, it will work for you night and day, at home and abroad, piling up prestige and profits. The amount of advantage this "percentage" will win and hold for you is enormous—it is limited only by the demand for products in your line, and your factory capacity.

But if the "percentage" is in favor of the other fellow, you are doomed to sit eternally on the losing side of the table—don't forget that.

Those elements which, in printed matter, insure the favorable "percentage" are subtle and diverse. A knowledge of their character and of the proper methods of their application to various lines of business, under differing circumstances, is a matter of some natural ability and a very wide experience.

* * *

It would be to your advantage to learn our facilities for supplying printed matter of all kinds, which makes this important matter of "percentage" a certainty and not a gamble.

THE ETHRIDGE COMPANY,
No. 41 Union Square,
New York.
Telephone 4848 Stuyvesant.

"Nearly Everybody." The official figures for Philadelphia show that there are 290,701 dwelling houses in the city. The *Bulletin's* average circulation for March was 267,029 copies a day. This is pretty conclusive proof that "In Philadelphia nearly everybody reads the *Bulletin*."

The *Oregon Journal*, of Portland, printed a daily average of 28,850 copies during March, and claims that this is at least 6,000 more than any other paper in the State. And the *Journal* was five years old last month. Verily, the dry bones have been stirred in Oregon.

A CONCERN called the Curtis Silk Farms has secured a tract of land in California and will plant mulberry trees, raise silk worms, produce articles of native silk and offer them through advertising direct to the public, on the plan of the California ostrich farm. The enterprise is capitalized for \$100,000, and is a close corporation with the following directors: W. D. Curtis, Geo. C. Roeding, A. Bernheim, H. V. Carter and Lee Chamberlain. Stockholders include W. E. McVay, vice-president German-American Savings Bank; J. E. Fishburn, president National Bank of California; Niles Pease, John E. Marble.

Civic Pride The United Cigar Stores pay constant attention to

Ads. giving their newspaper advertising in each city a strong local and civic flavor, with the idea that each store, though it belongs to a chain, is still a local institution. On April 18, 1906, ten stores were destroyed in San Francisco. Three days later the company promised to establish twenty new ones. On April 18, this year, the company had twenty-three stores in San Francisco and Oakland, and has leased locations for thirty-eight all told. This day was observed with a large advertisement calling attention to the fulfillment of the promise, and to the rapid reconstruction of the city itself.



THE San Antonio, Texas, *Daily Light* will handle its advertising direct in the future.

A Live One. One of the most readable and progressive little

magazines in the field to-day is *Spare Moments*, published by a man named Darbyshire, in Rochester, N. Y. It sells for twenty-five cents a year, and seems to be largely a mail-order medium. Some of the lines of medical advertising carried might very well be cut out. Apart from this, however, it is a clean, bright monthly, modeled on the *Saturday Evening Post*, and prints inspirational stuff of quite as good character—something one has to see to believe, perhaps, but which is true. Mr. Darbyshire is editor as well as publisher of *Spare Moments*. He has had an all-around training as reporter, special correspondent, advertising manager, business manager and promoter in the publishing field, and has also been a United States Consul and a tariff commissioner. That *Spare Moments* pulls results, he shows by these four comparisons of replies received by four advertisers in different fields:

ADVERTISEMENT OF A MANUFACTURING JEWELER.

Medium.	Cost of Ad.	Replies.	Cost per Reply.
Spare Moments....	\$ 22.95	124	\$.19
Saturday Ev'g Post	168.00	435	.39
Success.....	104.72	233	.45
Munsey's.....	112.50	197	.57

ADVERTISEMENT OF A PHYSICAL CULTURE COURSE.

Spare Moments....	\$ 39.95	120	\$.33
Physical Culture...	67.32	153	.44
Success.....	209.44	450	.47
Argosy.....	112.50	225	.50
Munsey's.....	225.00	445	.51
Pearson's.....	94.67	160	.57
Cosmopolitan.....	177.40	314	.57

ADVERTISEMENT OF A CORRESPONDENCE SCHOOL.

Spare Moments....	\$ 23.80	252	\$.09
Collier's.....	110.88	582	.19
Munsey's.....	104.00	325	.32
Saturday Ev'g Post	168.00	506	.33
Everybody's.....	99.34	236	.42

ADVERTISEMENT OF A COURSE IN BOOKKEEPING.

Spare Moments....	\$ 99.45	206	\$.48
Collier's.....	313.00	467	.67
Butterick Trio	1,688.00	1,593	1.05
Woman's Magazine	770.55	416	1.85
Success.....	243.10	126	1.93
Saturday Ev'g Post	450.00	194	2.33

In Indianapolis. The Indianapolis *News* keeps a card system containing the name and address of every person in that city who is a subscriber, and this list is revised daily. Every five years a census is taken. Fifteen men have just finished a four months' canvass of the city making 64,817 calls to secure information, and according to the *News's* figures the various dailies in Indianapolis stand as follows:

Indianapolis News	33,125
Indianapolis Star	19,975
Indianapolis Sun	6,705
Miscellaneous, including those taking German or out-of-town papers	1,348
Total	61,153
Taking no paper	6,319

It was also shown that the *News* is taken in 4,139 additional homes where no morning paper is delivered; 2,124 additional homes in which no Sunday paper is delivered, but the *News* is delivered in 11,634 homes which do not take an Indianapolis Sunday paper. The *News's* average circulation in the city of Indianapolis for the month of March was 41,371. The difference between this and its delivered circulation (33,125), as shown above, 8,246, is represented by street sales, news-stands, etc., and the greater part of the papers sold downtown are taken to homes not reported by the census takers as having papers delivered to them. Every report, card, tabulation sheet or other record made during this census, is on file for inspection and verification.

ERIE "TIMES" IS GRANTED GUARANTEE STAR.



In January PRINTERS' INK was called upon by the publishers of the Erie, Pa., *Times* to send a representative to investigate the circulation records of that paper. After three days spent in examination a report was rendered which was published in PRINT-

ERS' INK, issue of February 6th. The searching investigation served to prove the truthfulness of the statement of copies printed furnished Rowell's American Newspaper Directory by the *Times*.

Several weeks after the examiner had rendered his report, E. Katz, the New York representative of the Erie paper, asserted, in the presence of the Little Schoolmaster, that he believed the *Times* should be admitted to the Star Galaxy, inasmuch as its statement had been verified by PRINTERS' INK. It was pointed out to Mr. Katz that the \$200 was paid by the *Times* for investigation, and that no mention had been made of the Guarantee either by Mr. Phelps, the editor of the *Times*, or by Mr. Mead, the paper's manager. Mr. Katz admitted this to be true, but seemed to believe it would be very gracious of the Directory editor to accord the Guarantee Star. The latter individual, after giving the request careful consideration, decided to grant it, and has mailed the Guarantee Certificate to the *Times*. This action was not taken because the paper made a valid claim for the Star but because it seems likely that the request for the coveted honor would have been acceded to if the *Times'* publishers had made it prior to the examination.

If PRINTERS' INK should ever agree to enter upon the investigation of another paper, it would be expressly stipulated beforehand that the Guarantee Star would be accorded the paper, provided the examination bore out the claims of the paper as set forth in its annual statement of copies printed.

"THE Typical Factory" is a handsome book from the Trussed Concrete Steel Co., Detroit, describing the Kahn System of factory construction, and showing many fine views of the new Pierce automobile factory, recently completed at Buffalo. C. A. Pratt is manager of the company's publicity department, and the book was prepared by the Brownell & Humphrey agency, Detroit.

A Stiff Fine. A fine of \$31,000 in cash was paid by the New York

Herald to settle the cases brought against it in the United States Circuit Court, New York, for publication of objectionable "personal" ads. James Gordon Bennett appeared before the court in person April 11, and was fined \$25,000 individually, while the corporation paid \$5,000, and Manly M. Gillam \$1,000 as manager of the advertising. Pleas of guilty were entered. —

"MODERN Commercial Art" is a sensible booklet from the Lammers-Shilling Company, Heyworth Building, Chicago, dealing with commercial drawings of advanced design and good artistic quality. This concern undertakes to make drawings and engravings for advertisers, and lays emphasis on the direct relation in dealing with artist and engraver. Numerous examples of work are shown in miniature. Herman C. Lammers, for seventeen years with the Binner-Wells Co., and J. Lenhart Shilling, for fourteen years with the same company, are the directing spirits. —

Guaranteed Goods. Under the new food law, no retailer can be prosecuted when he possesses a guarantee from the manufacturer stating that goods are not adulterated or misbranded. The *National Druggist* publishes a list of manufacturers in the proprietary field who furnish such guarantees to retailers. In the list appear these firms making proprietaries of national reputation:

Name.	Location.
Allcock Mfg. Co.	New York, N. Y.
Anheuser-Busch B. Assn. (Malt Nutrine)	St. Louis, Mo.
Antikamnia Chem. Co.	St. Louis, Mo.
Armour & Co.	Chicago, Ill.
Beecham's Pills	London and New York.
Booth's Hyomei Co.	Buffalo, N. Y.
Bovinine Co.	New York.
Cal. Fig Syrup Co.	San Francisco, Cal.
Centaur Co., The	New York, N. Y.
Chamberlain Medicine Co.	Des Moines, Ia.
Chattanooga Med. Co.	Chattanooga, Tenn.
Cheney Medicine Co.	Toledo, Ohio.
Chesbrough Mfg. Co.	New York, N. Y.
Chichester Chem. Co.	Philadelphia, Pa.
Coca-Cola Co.	Atlanta, Ga.
Colgan Gum Co.	Louisville, Ky.

Dentacura Co.	Newark, N. J.
Denver Chem. Mfg. Co.	New York, N. Y.
Derma Royale Co.	Cincinnati, Ohio.
Duffy's Malt Whiskey Co.	Rochester, N. Y.
Emerson Drug Co.	Baltimore, Md.
Eureka Chem. Co.	La Crosse, Wis.
Evans Chem. Co.	Cincinnati, Ohio.
Fellows Co. of New York.	New York, N. Y.
Foster-Milburn Co.	Buffalo, N. Y.
Fremont Grape Juice Co.	Fremont, O.
Frog-In-Your-Throat Co.	Philadelphia, Pa.
Garfield Tea Co.	Brooklyn, N. Y.
Graham, Mrs. Gervaise	Chicago, Ill.
Graves Tooth Powder Co., E. L.	Richmond, Va.
Himrod Mfg. Co.	New York.
Hires Co., Charles E.	Philadelphia, Pa.
Hood Co., C. I.	Lowell, Mass.
Horlick's Malted Milk Co.	Racine, Wis.
Humphrey's Homeo. Med Co.	(Inv. Guaranty), New York, N. Y.
Hydrox Chem. Co.	New York, N. Y.
Jayne & Son, Dr. D.	Philadelphia, Pa.
Johnson & Johnson	New Brunswick, N. Y.
Johnston, Holloway & Co.	Philadelphia, Pa.
Kendall Co., Dr. B. J.	Enosburg Falls, Vt.
Kennedy's Sons, Dr. David	Rondout, N. Y.
Kickapoo Medicine Co.	Clintonville, Conn.
Kilmer & Co., Dr.	Binghamton, N. Y.
Lambert Pharmacal Co.	St. Louis, Mo.
Lawrence-Williams Co.	Cleveland, O.
McKesson & Robbins	New York, N. Y.
Mariani & Co.	New York.
Mennen Chem. Co., G.	Newark, N. J.
Miles Medical Co., Dr.	Elkhart, Ind.
Murine Eye Remedy Co.	Chicago, Ill.
Orangeine Chem. Co.	Chicago, Ill.
Pabst Chemical Co.	Chicago, Ill.
Packer Mfg. Co.	New York, N. Y.
Paris Medicine Co.	St. Louis, Mo.
Pe-su-na Drug Mfg. Co.	Columbus, Ohio.
Pond's Extract Co.	New York, N. Y.
Pozzoni Pharmacal Co., J. A.	Richmond, Va.
Radam Microbe Killer, Wm.	New York, N. Y.
Randall Grape Juice Co.	Ripley, N. Y.
Ransom, Son & Co., D.	Buffalo, N. Y.
Resinol Chemical Co.	Baltimore, Md.
Rumford Chemical Works	Providence, R. I.
St. Jacob's Oil, Limited	Baltimore, Md.
Sanitol Chem. Laboratory Co.	St. Louis, Mo.
Schenck & Sons, Dr. J. H.	Philadelphia, Pa.
Scott & Bowne	New York, N. Y.
Seabury & Johnson	New York, N. Y.
Slocum Co., T. A.	New York, N. Y.
Sultan Drug Co.	St. Louis, Mo.
Sultana Remedy Co.	Chicago, Ill.
Swain Medicine Co.	Kansas City, Mo.
Swanson's Rheumatic Cure Co.	Chicago, Ill.
Tetlow Mfg. Co.	Philadelphia, Pa.
Vapo-Cresolene Co.	New York, N. Y.
Warner's Safe Cure Co.	Rochester, N. Y.
Welch Grape Juice Co.	Westfield, N. Y.
Wells & Richardson Co.	Burlington, Vt.
Yale Chemical Co.	New York, N. Y.

TWENTY YEARS IN DEPARTMENT STORE ADVERTISING.

INTERESTING RECOLLECTIONS OF DEVELOPMENT OF THIS BRANCH OF PUBLICITY—AN INTERVIEW WITH CHARLES J. SHEARER, ADVERTISING MANAGER FOR BLOOMINGDALE BROTHERS.

Although still a young man, Charles J. Shearer has been actively identified with department store advertising during a long period. He has witnessed, within his own years of service, this department of advertising evolve gradually from a business activity of probable negative force to an enterprise of strength and efficacy. He has seen the one-column advertisement of twenty years ago, with its catalogue-like lists of merchandise, its rude typography and its crude stock engravings, give way, reluctantly to the changes which have resulted in the combination of art, literature and common business sense found in the department store ad of the present day.

In the late Eighties Mr. Shearer engaged with Strawbridge & Clothier, of Philadelphia, as advertising manager, and for eight years directed the publicity of this house, doing much in that time toward forming the conservative policy of business expression which has been the mainspring of the firm's advertising ever since. From Philadelphia, after twelve years in department store and general agency advertising, he moved to Baltimore and then finally gravitated toward New York.

Interesting as coincidental with Mr. Shearer's wide experience in the advertising field, is the fact that the house with which he is now connected was early recognized as a power in the development of department store publicity. As far back as 1875, when Fourteenth street was the center of the exclusive dry goods business, with Grand street as the popular center and A. T. Stewart's as the heart of the shopping district, Bloomingdale Brothers, far up on Third Avenue in the Fifties and off from the beaten track of

trade, were developing an advertising policy which, when more fully matured ten years later, created a mild furore in the restricted advertising circles of the city. As compared with the small 4-inch announcements of the day, conspicuously devoid of any definite information, the Bloomingdale policy, involving the generous use of full quarter-page ads, very well gotten up and, for that time, rather spicily written, is worthy of special note. The campaign finally reached a stage where the firm came out with a solid half-page in one of the evening papers. This made a profound impression, not only in dry-goods circles, but on the general public as well. The initial half-page was soon followed by similar advertisements in other papers, until the Bloomingdale store-news, as it came to be called, was as much looked for by housekeepers as the rest of the news in the papers.

Department store advertising is essentially a growth of the past twenty-five years, with the greatest development crowded into the latter ten years. With the greater part of this period of development Mr. Shearer has been intimately concerned, and should be in a position to talk interestingly of his observations and experiences. Accordingly, when a representative of this paper called on Mr. Shearer, he consented to tell of his recollections of the early days in the field and of the changes which department store advertising has undergone up to the present time.

RETAIL ADVERTISING IN THE EMBRYONIC STATE.

"Advertising, as I remember it now," began Mr. Shearer, "was in those days a rather crude business. There was no system to the work, no method, no regularity; everything was done in a haphazard fashion which would be as shocking as it would surely be ruinous to the modern advertiser. While department store publicity has been followed for a number of years, it was, when I entered the field, still in a very early state of development. It was in many respects yet in the experimental

stage. With a few leading exceptions, whose perspicacity has made them wealthy, merchants everywhere generally looked upon advertising as a necessary evil, an unwarranted expense, which, however, for some inexplicable reason, could not be done away with. Buyers and department managers shared this view with their superiors. Hence, the efforts of the early advertising manager should not be regarded with too critical an eye. His authority was of a very uncertain and intangible quality, and very likely to be strained to the rupture point by a conflict with buyers and department managers, who abused him and his work in a most cheerful sort of way. There were no stated days or hours on which or within which copy would be received. The only office hours which the brow-beaten adman knew were those most convenient to the inconsiderate department heads. Copy would be sent up at almost any old time. I often received as late as six o'clock on the evening preceding the appearance of a certain morning ad—at that time the greater bulk of retail advertising, in Philadelphia at least, was placed in morning papers—changes in copy which would necessitate an entire reconstruction of the ad and also my remaining downtown until the small hours to read the proofs. But an advertising manager in those days was generally so delighted to receive material at all from the unwilling buyers that he deemed no hardship too great to be undergone in recompense for it. In those days, as to-day, the total advertising appropriation was divided among and charged against the various departments according to their respective needs. The day set for the distribution of these sub-appropriations was notoriously a day of great protest. Advertising charges then were regarded in about the same affectionate light as are 'dead help' charges to-day. But the one grain of consolation in this tribulation of the department heads was the provision that all unused portions of their appropriations would be credited back to their departments.

And they all took full advantage of this saving clause. It was as soul-trying a task to get from the buyers enough copy to make a respectable ad as it is now to keep the average buyer within the limits of his appropriation. As a consequence the rule was that ads should stand for at least two days, and it was no uncommon thing to allow several days to elapse without the publication of any ad. That is why I say admen did not consider it a hardship to be obliged to remain in their office or in a newspaper's composing room until midnight or later, providing that by doing so they were enabled to get out a large ad. Size was a criterion in those early days."

"Were you well equipped with regards to assistance and working facilities?"

"I have been told that I was more pleasantly located than the majority of admen of the time. That, however, may be ascribed chiefly to the habit of doing all things well, which had become a fixed policy at Strawbridge & Clothier's; also partly to the fact that my house had long since recognized in advertising a power which might be developed to a wonderful degree of efficiency.

"The typical advertising department then was a small, box-like office located away off in some stuffy stock-room or loft, as far away as possible from the sensitive eyes of the man who paid the bills. True, my own offices were squeezed in under a stairway, but they were comfortably roomy and well furnished with all the appliances then in existence to aid the advertiser. One point in which I had evidently clear advantage over my contemporaries was in the matter of assistants. Where the average adman was a lone worker, or assisted merely by some raw youth, my labors were made less heavy by the co-operation of six assistants, including a general helper, a stenographer, two artists, an engraver and an office boy."

NOTABLE ADVANCES IN THE ART OF ILLUSTRATING.

"One very unique feature of my

work—unique as compared with the custom obtaining at the time in other stores—and especially interesting as furnishing a striking means of comparison with methods to-day, was the fact that even thus early Strawbridge & Clothier would allow in their advertising only original cuts made in their own department. Our artists would draught direct from actual models, using, however, instead of paper, blocks of seasoned box-wood, type-high. These blocks would then be turned over to the engraver, who would tool between the lines, cutting away all the parts which were to appear white in the print, beveling the edges of the block and otherwise getting it into shape for the electro-plating process, which was the only part of the work not done on the premises. The enormous quantity of cuts required and the natural slow nature of the work kept our engraver one of the busiest men in the world. It was not uncommon to find him late in the night at work in his corner with burin and style turning out cut after cut. Work done under such hurried circumstances could never reach a very high degree of excellence, and it is here in this matter of illustrations that one may find a striking point of difference in the advertising then and now. Photo-engraving was then practically unknown. There were no such artistic possibilities as those afforded to-day by the new sketchy line-cut, the half-tone in its various charming gradations of shade, the combination plate and the two-, three- and quadri-color, stipple and grain effects. In respect to the cost of making cuts a like advance for the better has been made. It was not so many years ago, even since the industrial possibilities of the photo-engraving process became apparent, that the average price for line cuts was fifteen cents, while that of producing half-tones was fifty cents and upwards. To-day the prices range from only six to eight cents for line cuts and from twelve to thirty cents for half-tones. But perhaps the greatest and most beneficial development in cut-producing has

been in respect to the elimination of all delays and unnecessary operations in the process of manufacture. Under the most favorable circumstances, an engraving could not be prepared for an ad fifteen years ago in less time than three, four, or even five days. Now, if necessary, an engraver will rush a cut out in as many hours, few engraving houses requiring more than twenty-four hours between the receipt of copy and delivery of the cut.

PHILADELPHIA THEN AS NOW FOREMOST IN ADVERTISING EXCELLENCE—OTHER SIGNIFICANT COMPARISONS.

"The principal city in the early Nineties as regards the general excellence and volume of retail advertising," said Mr. Shearer, "was considered to be Philadelphia. There were two or three large department stores in the city then, each of which had its own advertising manager, and, fostered by the comparatively broad views of John Wanamaker and Strawbridge & Clothier, the advertising idea grew and expanded there as it did in no other city. Chicago was ranked second in the list of advertising cities, and New York third. Boston was unanimously awarded by expert opinion the leather medal for the general low grade of its retail advertising, while Brooklyn was not considered at all."

This statement is especially significant as it affords a sound basis of comparison with the situation to-day. In a review of advertising in 1906, published in *Men's Wear* and the *Chicago Apparel Gazette* for January, this year, the writer said: "Of all the larger cities of the country, in the business life of which advertising plays an important part, Philadelphia justly takes a foremost rank, probably the foremost. There are one or two especially able operators in this center, and, undoubtedly the effect of their work is very stimulating upon the other admen of the city. If there is any truth in the ancient legend regarding the sleepiness of Philadelphia, it is not apparent in the ads being published by a majority of merchants in that city. . . . But Chicago

is like New York in the bulk of department store advertisement. Both of these cities are far behind the advertising standards of Philadelphia and Brooklyn, the places where—it is said by the envious—people sleep. In the latter city, Frederick Loeser & Company, Abraham & Straus and A. D. Matthews' Sons have maintained—the first two a very high standard of dignified, graceful advertising, and the third store a very successful and peculiarly original, semi-humorous and human style of business bringing." So, during all these years, Philadelphia has ably held its own, while Brooklyn has succeeded in climbing from an unrecognized position to second place, and Boston has maintained its record for mediocrity.

A TEN-POINT LIMIT THEN; SMALL TYPE THE RULE.

Mr. Shearer continued: "Our advertising generally occupied two-column spaces in the morning papers. The ads were set single-column with six- and eight-point body type and display in lining gothic. Some of the papers, the *Ledger* notably, would never allow a larger display type than ten-point, and held fast to a strict and senseless practice of never breaking their column rule. Thus, when on special occasions the ad-man wanted to do himself and his house proud by getting out something unusual in the way of an ad set double-column, his heart would be broken by seeing his double-column headings and editorials cut squarely in half by the unpopular column rule. This practice obtained for some time as well in Baltimore and other large cities, but eventually the money pressure represented by the patronage of large advertisers broke down the conservatism of publishers, and concessions thereafter were made more freely to the growing needs of the young profession. The ads generally consisted of a short editorial, written in a conservative strain, together with a large number of items and prices and a few poorly-executed cuts.

ADVENT OF THE STYLISTS.

"The colloquial, or Wanamaker

style, as it was then called, was just coming into vogue and was well sustained by Manly Gillam, Wanamaker's advertiser. This difficult and delicate strain was soon smothered, partially at least, by the efforts of hundreds of amateurs, who, attracted finally by the success which other merchants were achieving through advertising, rushed in and sought to make up in their publicity efforts by quantity and bombast what they lacked in quality and skill.

"An enthusiastic follower of this new school was William Posner, of Posner Brothers, a Baltimore department store with which I connected myself some time after leaving Strawbridge & Clothier. Mr. Posner had no patience whatever with the colloquial style of advertising. His idea was to run editorials of quarter and even half pages filled with involved sentences and long high-sounding sentences, so complicated and really nonsensical as to be incomprehensible to everybody, including himself. However, I had to studiously cultivate this new style; but that part of my make-up which, in advertising men, is called adaptability or elasticity of temperament, was sorely strained some nine months later when the Posner business passed under the control of Steward & Company, now a member of the Clafin syndicate, and I was compelled to make a speedy return to the old conservative methods.

AFTER THE BOMBASTS, THE "HUMORISTS."

"After the first wild outburst of the bombastic school had expended itself, there was a partial return to the Wanamaker style and a partial divergence along new paths. Some advertisers conceived a bright idea that ads should be 'humorous,' that in the advertising pages of the newspapers and magazines the American people should find their rest and relaxation from business and other worries, and consequently there sprung up a class of 'funny' writers who inflicted on the reading public a series of farcical attempts at wit, from which it has scarcely yet re-

covered, and traces of which may still occasionally be found in the advertisements of dealers in coal and similar commodities.

A RETURN TO REASON.

"Following the 'humorous' school came the essayists, who turned out a mixture of idiotic art and senseless literature which still survives in many quarters. Department store advertising, however, was speedily finding its level. Complicated checking and other statistical systems were the means of gradually eliminating the unprofitable and undesirable elements in retail advertising, and while to-day there thrives in the department store field a number of different styles of advertising, ranging from the ultra-conservative, or Altman style, to the ultra-sensational—or, well, the style of any of the very cheap stores—it is apparent that the main tendency is toward placing advertising on a basis of absolute common sense, a system of brief, interesting introductions, and terse vivid descriptions, with liberal quotations of prices and some illustrations. There is an appreciable elevation of principle, intelligence and effort in advertising which is bound to have its logical result in establishing advertising, not as a so-called profession, but as it really should be, a profitable branch of scientific salesmanship."

"What do you find the most profitable form of department store advertising?"

"Well, the merchant has learned that it pays to tell a story. He has learned that the man or woman who is ready to buy goods is ready to give time and attention to a story about them; to the reasons why they are worth having; to a statement of the uses to which they may be put. In the department store field, therefore, reason-why copy, or what is really a mode of the old Wanamaker style, is the kind of advertising that will produce results if anything will do so."

ALPHONSUS P. HAIRE.

SALESMANSHIP puts goods on the shelves; advertising takes them off.—*Exchange.*

THE BASIS OF RATES.

NEW YORK CITY, April 12, 1907.
Editor of PRINTERS' INK:

You ask for the real basis of advertising rates and if it is founded upon bed-rock anywhere. Under separate cover I send you a copy of the *Selling Magazine* for February, in which you will find an article on "The Economics of Circulations." This article attempts to show by comparisons of the rates and circulations of the leading trade and technical papers that, in their case at least, the rates are based upon competition between the publishers and for that reason, probably, do not in the aggregate much exceed the actual expenses of getting out the journals.

The proportion of the expense to be borne by the reader and the proportion to be borne by the advertiser should be determined, it would seem, by the relative costs involved in getting these two classes of business, and by the influence that circulation has upon advertising. If the reader is to bear his share of the cost of production, he must be given exceptional reading matter and even then the circulation will be limited, and this may not be just what the advertiser most desires. In other words, the advertiser can afford to help circulate a journal if it goes to the right kind of people and they pay something for it. If the subscription price is made too low, the advertiser may, on the other hand, have reason to object to the character of the circulation, depending in a measure upon what he wants to sell. It is in nicely adjusting the several variables involved in this question that the businesses of publishing and advertising come in.

Yours very truly,
THE GEO. H. GIBSON CO.,
Per Geo. H. Gibson.

FLAG LAW IN THE SUPREME COURT.

It has been decided by the Supreme Court of the United States that the States may pass laws prohibiting the use of the flag of the United States for advertising purposes, in deciding the case of Nicholas V. Halter and Henry V. Hayward, coming from the Supreme Court of Nebraska. Halter and Hayward are engaged in the liquor business in Omaha and were prosecuted under a law of the State on the charge of selling beer in bottles decorated with the national colors. They were fined \$50 each, and on appeal to the State Supreme Court the verdict was sustained. They admitted all the facts charged, but pleaded the unconstitutionality of the law. Justice Harlan delivered the opinion of the court, affirming the decision of the State courts. He upheld the right of the State to protect the flag, the emblem of the nation's power, against indignities. He said that the use of the flag as an advertisement on beer bottles cheapens and degrades it, and the court was unwilling to hold that legislation prohibiting such a use of the national colors is an abridgment of personal rights, as contemplated by the national Constitution.—*The Advertising Agent.*



Most Valuable Premium Coupons Ever Issued

OUR new booklet gives details of a double plan for increasing the sales of your products through the giving of valuable premiums to BOTH the retailer who handles them and the consumer who uses them. It also explains WHY we can conduct your premium department much more cheaply than you can do it yourself.

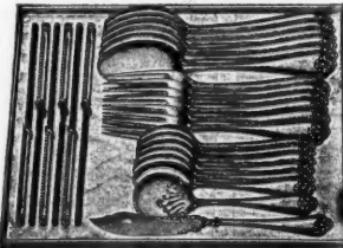
Our system is used and endorsed by hundreds of manufacturers in all parts of the United States.

Send for the Booklet To-day
Manufacturers' Trade-Mark Ass'n
 JOHN NEWTON PORTER, PRES.
 253 BROADWAY, NEW YORK
 Dept. I

Increase Your Sales

USE
Silverware for Premiums

**SPECIAL QUALITIES,
 PATTERNS, PRICES.**



International Silver Co.
 Factory "C,"
 Bridgeport, Conn.

ON THE QUIET

"Below is an order for ink from one of our private printing firms handed us to order for them, which they selected from the Queen City Printing Ink Co.'s catalogue and which we thought you could fill just as well, and cheaper, as sending it to them. Kindly put same in tubes leaving your name off the labels."

The above is taken from a letter received by me some days ago, wherein the customer forwarded an order for himself and inclosed his friend's order who intended it for one of my competitors. He wanted to prove to his friend that my inks were all right and the cost was about half what the other fellow charged. For courtesy sake I will not publish any names, but any one who wishes to write to me will be given full particulars. Send for my sample book containing one hundred and twenty-five specimens of my best selling inks. Money back to dissatisfied customers.

ADDRESS

PRINTERS INK JONSON

17 SPRUCE STREET,

NEW YORK CITY

COMMERCIAL ART CRITICISM

BY GEORGE ETHEridge, 41 UNION SQUARE, N.Y.

READERS OF PRINTERS' INK WILL RECEIVE, FREE OF CHARGE:
CRITICISM OF COMMERCIAL ART MATTER SENT TO MR ETHERIDGE.

The purpose of this Gordon Garter advertisement is to show the open grip feature, and exploit its various merits and advantages as compared with the ordinary Garter. That is to say, it is proper to assume that such was the intention, but the style of treatment is such that the result is not by any means what it should be. In the original advertisement the Garter did not show up well and the chief feature—its open grip—was almost lost, while the reading matter, scattered

advertising, but showing a picture which does not tell the story without the aid of magnifying glasses is not good advertising by



No 2

any means. Even if the space is limited, there is enough room for a large picture of the Fastener itself, and the white on black heading would have been more forcible in type and saved space. If

"O. K." PAPER FASTENERS

USED IN OFFICES, BANKS, SCHOOLS—EVERWHERE.
HANDSOME, COMPACT, STRONG
Holds with a Bull-Dog grip. Easily put on or taken off
with the thumb and forefinger.
Can be USED REPEATEDLY and they "ALWAYS
WORK." Made of brass in 3 sizes and put up in brass
box of 100 Fasteners each.
Send 10c for sample box of 30 assorted sizes. Booklet
free. Liberal discount to the trade.
JAS. V. WASHBURN, Mr. Box F, Syracuse.

around the top, bottom and edges, was barely decipherable. In the illustration marked No. 2 the Garter itself is shown clearly and plainly, the open grip is emphasized, and there is plenty of room to print the facts in a manner which would be easy to read.

* * *

There are two pictures of the "O. K." Paper Fastener in this little two-inch advertisement, and neither one amounts to anything. Showing the picture of a device of any kind is almost always good

this ad had a strong type heading, an attractive border, and a good big picture of the device advertised, it would be decidedly improved.

In its original form this full-page advertisement of Rice & Hutchins showed an admirable illustration of the shoe, but if the shoe had been shown a little larger and placed a little differently, there would have been room to tell about it in a connected and inviting manner. The introduction of North and South America in the background takes up room, confuses things, and does not mean anything. There seems to be a perfect passion on the part of shoe manufacturers to claim the earth. If the space they use in claiming to make and sell more shoes than anybody else in

them up and cast them in the same mould the result is very bad indeed. An illustration of this kind drives people away from a typewriter advertisement, because they do not know what it is,

MACHINE OF MERIT

Mirrored by

The Diamond



Possessor of originality in "Billing," "Visible," and "Tabulator" construction. Securer of Large Contracts, Recipient of Grand Prizes, Winner of Speed Championships,—the

UNDERWOOD STANDARD TYPEWRITER

stands as high to-day in the estimation of the Commercial World as that coveted "Gem of the First Water," The Flawless Diamond.

**UNDERWOOD TYPEWRITER CO.,
NEW YORK—ANYWHERE.**

when, as a matter of fact, they might be interested if they knew what the advertisement was about.

* * *

This Cigarette newspaper advertisement is reproduced as an

RICE & HUTCHINS
WORLD SHOEMAKERS
FOR THE WHOLE FAMILY

Ask your Dealer for
Rice & Hutchins Shoes
If he cannot reply, send your order to us, adding 25 cents for delivery charges.
All American Shoes
"A treat for the feet."
\$4.00 and \$3.50 per pair.
Rice & Hutchins Inc.
BOSTON • • • MARSHALL ST.

the world were occupied by pictures and facts about their shoes, the advertising would be far more effective and convincing.

* * *

At first glance, almost anybody would think this Underwood advertisement was a piece of diamond publicity, as even in the original illustration, as it appeared in magazines, the typewriter which is mirrored in the diamond is so indistinct that it would not be noticed. The picture of a diamond to advertise a typewriter is just as much out of place as a picture of a typewriter would be to advertise diamonds—neither has anything to do with the other, and when you attempt to melt

Maspero Freres
of Cairo, Egypt
announce that their Celebrated

BOUTON ROUGE
CIGARETTES

Made in Cairo, Egypt
are now on Sale in New York City
at Clubs, Hotels and High-Class Shops

25¢ for 10

example of good taste of a very dignified and high-grade character. This is an occasion where by display alone the effect of quality and exclusiveness is suggested in a very impressive way.

PRINTERS' INK.

41

ONE of the few New York Special Agents who is not moving to the Brunswick Building this month wonders what particular advantage will accrue to the representatives who have cast their lot together. He asserts that his own business is not with the Specials, but with the advertising managers and advertising agencies, and he believes he can conduct it more successfully if his office is not too convenient for his competitors to reach.

POSTAGE TO CANADA.

POST OFFICE, NEW YORK, N. Y.
Office of the Postmaster.

April 16, 1907.

To Publishers and News Agents:

Your attention is invited to the following order of the Postmaster-General, relative to the postage rate applicable to second-class matter addressed for delivery in Canada, on and after May 8, 1907:

OFFICE OF POSTMASTER-GENERAL,
WASHINGTON, D. C. April 11, 1907.
Order No. 268.

Pursuant to an agreement between this Department and the Postoffice Department of the Dominion of Canada, concluded in this city on the 1st instant, amending Section "c" of Article 1 of the Postal Convention of January, 1888, now in force between the United States and Canada, so as to read as follows:

"(c) The classification of, and the rates of postage and the registration fee to be levied and collected upon, mail matter originating in either country and addressed to the other, shall be in accordance with the domestic laws and regulations of the country of origin; provided, that the rates of postage and registration fee so levied shall not exceed in either country the minimum rates of postage and registration fee prescribed for articles of a like nature by the Universal Postal Convention in force for the time being; and provided further that the postage applicable to second-class matter in each country addressed for delivery in the other shall be one cent for each four (4) ounces or fraction of four (4) ounces, calculated on the weight of each package and prepaid by means of stamp affixed; and provided further, that when separately-addressed copies intended for delivery at one postoffice are enclosed under one wrapper bearing the address of such office, the individual copies shall be delivered without further charge to the respective addressees, the amount of postage thereon at the above rate being affixed to the bulk package."

It is hereby ordered that, commencing on the eighth day of May, 1907, the postage rate applicable in the United States to "second-class matter," addressed for delivery in Canada shall be one cent for each four (4) ounces or fraction of four (4) ounces, calculated on the weight of each package and prepaid by means of postage stamps affixed.

Postmasters will cause due notice of the foregoing to be taken at their offices; and will see to it that the change is brought to the attention of each publisher within the delivery of

their offices doing business with Canada.
G. V. L. MEYER, Postmaster-Gen'l.

Bull. 8268.

Under this order it will be necessary to keep copies of second-class publications for Canada separate from those which are mailed at the pound rate of postage, and to see that postage stamps sufficient to fully prepay the rate stated above are affixed to each package which contains several copies for one post-office, or to each separately addressed copy which is not enclosed in a bulk package.

Respectfully,
WILLIAM R. WILLCOX, Postmaster.

Advertisements.

Advertisements in "Printers' Ink" cost twenty cents a line or forty dollars a page (200 lines) for each insertion, \$10.40 a line per year. Five per cent discount may be deducted if payment accompanies copy and order for insertion and ten per cent on yearly contract paid wholly in advance. If a specified position is demanded for an advertisement, and granted, double price will be charged.

WANTS.

WANTED—Linotype composition, 20c. per 1,000 ems, 4-point. KENTON REPUBLICAN CO., Kenton, Ohio.

I WRITE convincing "reason-why" advertisements. Address H. P. THURLOW, Editorial Dept. "The World," Park Row, New York City.

THE circulation of the New York *World*, morning edition, exceeds that of any other morning newspaper in America by more than 100,000 copies per day.

WE are Brain Brokers. We have hundreds of positions paying \$1000-\$5000 now open for competent men. Write for booklet. HAP-GOODS, 305 Broadway, N. Y.

WANTED—Adv. matter to distribute—soap, sample copies of papers, almanacs, food, and other merchandise. References. G. E. HUBBARD, Sta. A, Gardner, Mass.

I WANT to buy these copies of PRINTERS' INK for 1906: Jan. 17 and 31, Feb. 21, Mar. 21 and 28, Apr. 11, May 2 and 33, June 13 and 27, Sept. 5, Oct. 17, Dec. 5 and 19. W. G. TUCKER, JR., 51 State Street, Albany, N. Y.

NEWSPAPER POSITIONS open for advertising solicitors of successful experience. Straight salary propositions. Write for Booklet No. 7. FERNALD'S NEWSPAPER MEN'S EXCHANGE (estab. 1898), Springfield, Mass.

WANTED—Advertising writer. Communication desired with capable men who are experienced in preparation of advertising copy for general advertising agency. Address THE CRAMEL-KRASSEL CO., Milwaukee, Wis.

"ADVERTISERS' MAGAZINE"—THE WESTERN MONTHLY should be read by every advertiser and mail-order dealer. Best "School of Advertising" in existence. Trial subscription ten cents. Sample copy free. THE WESTERN MONTHLY, 815 Grand Ave., Kansas City, Mo.

A N established business in the Central States issuing Farm Books and Newspapers requires capital for expansion and enlargement, and is particularly in need of the services of a Subscription Expert who can make a cash investment. A great opportunity for a bright young man. Address "PUBLISHER," care of Printers' Ink.

WANTED—Clerks and others with common school education only, who wish to qualify for ready positions at \$25 a week and over, to write for free copy of my new prospectus and endorsements from leading concerns everywhere. One graduate fills \$8,000 place, another \$5,000, and any number earn \$1,500. The best clothing adwriter in New York owes his success within a few months to my teachings. Demand exceeds supply.

GEORGE H. POWELL, Advertising and Business Expert. 471 Metropolitan Annex, New York.

YOUNG MEN AND WOMEN of ability who seek positions as adwriters and ad managers should use the classified columns of PRINTERS' INK, the business journal for advertisers, published weekly at 10 Spruce St., New York. Such advertisements will be inserted at 20 cents per line, six words to the line. PRINTERS' INK is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

Writer of Advertisements

wanted by a Philadelphia Advertising Agency. Applicant need not have a great reputation or much experience, but must have ability to see the money-making point and put it briefly and vigorously into print. Address, sending samples of work, "A. P.," Printers' Ink.

ADVERTISING MAN

Age 35; thoroughly educated in modern selling and advertising methods. Good organizer; broad experience; excellent record. Would like to hear from manufacturer interested in establishing advertising department. "D. C. H." care Printers' Ink.

THE publishers of a prominent, high-class monthly magazine are in need of a good advertising man for the Eastern territory.

The opportunity is an exceptional one for an experienced man who wants permanent connection with a profitable and growing publication, where the salary will keep pace with the results accomplished.

To insure the proper degree of interest and permanency, the man selected will be given an opportunity and should be prepared to acquire an interest in the business.

Address "K. C. D." care Printers' Ink.

DIRECTORY OF NOVELTY MANUFACTURERS.

A GENTS wanted to sell ad novelties. 2% com. 3 samples, 10c. J. C. KENYON, Owego, N. Y.

CARD INDEX SUPPLIES.

GET prices on Stock Cards and Special Forms from manufacturers. Cards furnished for all makes of cabinets. Special discounts for Printing Trade.

STANDARD INDEX CARD COMPANY,
707-709 Arch St., Philadelphia, Pa.

HALF-TONES.

WRITE for proofs and prices of good half-tones. STANDARD ENGRAVING CO., 7th Ave., and 40th St., New York City.

PERFECT copper half-tones, 1-col., \$1; larger 10c. per in. THE YOUNGSTOWN ART ENGRAVING CO., Youngstown, Ohio.

After May 1st, send your orders for half-tones to 7th Ave. and 40th St. Right in the heart of New York. Most accessible establishment handling photo-engraving. Take Subway to Times Square. STANDARD ENGRAVING CO.

NEWS PAPER HALF-TONES.
2x3, 75c.; 3x4, \$1; 4x5, \$1.00.
Delivered when cash accompanies the order.
Send for samples.

KNOXVILLE ENGRAVING CO., Knoxville, Tenn.

HALF-TONE or line productions. 10 square inches or smaller, delivered prepaid. 75c.; 6 or more, 50c. each. Cash with order. All newspaper screens. Service day and night. Write for circulars. References furnished. Newspaper process-engraver. P. O. Box 816, Philadelphia, Pa.

PRINTERS' INK.

ADVERTISEMENT CONSTRUCTORS.

THE advertising things I build are expressly designed to win a second glance from the busiest man they reach. The second glance of a keen business man is well worth working for, and the keener he is the greater is the value of that second glance.

I make Circulars, Folders, Price-Lists, Catalogues, Trade Primers, Circular Letters, Announcements, Mailing Cards, Booklets, Notices, Newspaper, Periodical and Trade Journal Advertisements, etc., etc., all of these with "peculiarities" of their own.

No. 74, FRANCIS I. MAULE, 403 Sansom St., Phila.

POSTAGE STAMPS.

25 OFF, unguaranteed, U. S. c. o. d. ORDER, Buyer, 2404 Milwaukee Ave., Chicago.

MAIL-ORDER BUSINESS.

MAKE MONEY BY MAIL

Only spare time and little cash required to start. We teach you the mail-order business by mail; thorough, practical instruction gleaned from experience of poor men who have become rich. If you are tired of being a drudging nobody, let us show you how to start and develop a big paying business of your own. Write now MAIL-ORDER LYCEUM, 512 Phelps Bidg., SCRANTON, PA.

SOLD BY MAIL.

3 AD Cards for 50c; 7x9 ins.; with advertising matter suitable for any line. Good for window display. No two alike. C. HICKS, 215 Grand St., Cincinnati, O. Full set of 9 cards for \$1.00.

PUBLISHING BUSINESS OPPORTUNITIES.

MONTHLY TRADE PAPER.

Paid circulation, 3,500.
Gross business about \$15,000.
Capable of great increase.
Now shows net profit.
Has excellent advertising solicitor.
Good reason for selling. Price, \$15,000. Terms, EMERSON P. HARRIS,
Broker in Publishing Property,
233 Broadway, New York.

BILLPOSTING AND DISTRIBUTING.

LATEST authentic population figures are given for each town or city given in membership list of the Associated Billposters and Distributors. CHAS. BERNARD, Secretary, Rector Building, Chicago, Ill.

BUSINESS CHANCES.

DUG stores and positons, U. S. or Canada. F. V. KNIEST, Omaha, Neb., U. S. A.

WOULDNT you like to have an advertising manager if you could get a capable one at a cost of \$100 per month? One who is competent to prepare business literature of all kinds, such as booklets, form letters, etc., formulate advertising plans and look after your advertising interests in every particular, and who has the highest endorsement there is to be had as to his knowledge of advertising matters?

Let me tell you how you can get this exceptional service at so low a cost.

Address "F. C." care Printers' Ink.

ADWRITING.

PRACTICAL ad writing; correspondence invited. GRIFFITH E. DICK, Evansville, Ind.

LET me write strong copy for your ads, circulars or booklets. Charges reasonable. CLARENCE BOSWORTH, Burlington, N. J.

COIN MAILER.

\$2.00 PER 1,000. For 6 coins \$3. Any printing, \$2. ACME COIN CARRIER CO., Burlington, Ia.

MAILING MACHINES

THE DICK MATCHLESS MAILER, lightest and quickest. Price \$14.50. F. J. VALENTINE, Mfr., 178 Vermont St., Buffalo, N. Y.

COIN CARDS.

83 PER 1,000. Less for more; any printing. THE COIN WRAPPER CO., Detroit, Mich.

PRINTERS.

WE print catalogues, booklets, circulars, adv. matter, all kinds. Write for prices. THE BLAIR PTG. CO., 514 Main St., Cincinnati, O.

PRINTERS' SUPPLIES.**Gordon Press Motors**

Just perfected friction drive, variable speed, alternating and direct current Motors for Gordon and Universal Presses. Variations 100 to 3,000 impressions per hour. Write for booklet "P."

GUARANTEE ELECTRIC CO., Chicago, Ill.**SUPPLIES.**

W. D. WILSON PRINTING INK CO., Limited, of 17 Spruce St., New York, sell more magazine cut inks than any other ink house in the trade.

Special prices to cash buyers.

M.R.PUBLISHER: You ought to have Bernard's Cold Water Paste in your circulation dept' for pasting mailing wrappers. No other paste so clean, convenient and cheap. Samp! Free. BERNARD, 609 Rector Building, Chicago, Ill.

A NY PRINTER can increase his income if he adds a Rubber Stamp outfit to his plant. Our Vulcanizers for making Stamps are the best in the world. Write for catalogue and get started at once. THE J. F. W. DORMAN COMPANY, Baltimore, Md.

Let us send you a sample of our
"ESSO"
ELECTROTYPEERS' MOLDING AND POLISHING GRAPHITE.
 Prices furnished gladly.
THE S. OBERMAYER CO.
 Cincinnati Chicago Pittsburg

ADDRESSES FOR SALE.

NEW California addresses. Any kind or quantity. EUGENE N. GRANT, Pasadena, Cal.

PATENTS.

PATENTS that PROTECT
 Our 8 books for inventors mailed on receipt of 6cts. stamp. H. S. & A. B. LACEY,
 Washington, D. C. Estab. 1869.

PAPER.

BASSETT & SUTPHIN, 62 Lafayette St., New York City. Coated papers a specialty. Diamond B Perfect. Write for high-grade catalogues.

BOOKS.**Forty Years an Advertising Agent**

BY GEORGE P. ROWELL.

The first authentic history and exhaustive narrative of the development and evolution of American advertising as a real business force. The remainder of the edition (published last year) is now offered for sale. About 600 pages, 5x8, set in long primer, with many half-tone portraits. Cloth and gold. Price \$2, prepaid. THE PRINTERS' INK PUBLISHING CO., 10 Spruce St., New York.

ENGRAVING.

COX ENGRAVING CO.
 108 FULTON ST. NEW YORK
 PHOTO ENGRAVING, WOOD ENGRAVING
 DESIGNING, PHOTOGRAPHING, PRINTING

FOR SALE.

PRINTERS' INK back numbers for 1904-5-6, complete. Price, \$15. One year complete, \$5, Address "L. D.", care Printers' Ink.

JOB PRESS FOR SALE. Size 8 by 12, foot or power, throw-off; 3 chases, roller mold, hand roller and wrenches for \$98 cash. L. F. GRAMMES & SONS, Allentown, Pa.

FOR SALE—HARRIS PRESS, 15 by 18, one color, with top and bottom automatic feeds, extra bender and counter; fine condition, \$1,750 f. o. b. Topeka. CRANE & CO., Topeka, Kansas.

HIGH-CLASS weekly newspaper and job office in one of the best suburbs of New York. Good advertising rates and large jobbing patronage. Wealthy residential town. Address "H. C.", care Printers' Ink.

ILLUSTRATORS AND ENGRAVERS.

GATCHEL & MANNING
 DESIGNERS - ILLUSTRATORS - ENGRAVERS

PHILADELPHIA

For CATALOGUES, ADVERTISEMENTS, Etc. consult us for the "plates" for one or more colors to be made for use on a type press.

ADVERTISING AGENCIES.

D. A. O'GORMAN AGENCY, 1 Madison Ave., N. Y. Medical Journal advg. exclusively

THE IRELAND ADVERTISING AGENCY. Write for *Different Kind Advertising Service*, 925 Chestnut Street, Philadelphia.

A DVERTISING literature written, illustrated and printed with a personality that is convincing. A. CHESTER THEGEN, 422 Drexel Building, Philadelphia.

A LIBERT FRANK & CO., 25 Broad Street, N. Y. General Advertising Agents. Established 1872. Chicago, Boston, Philadelphia. Advertising of all kinds placed in every part of the world.

PREMIUMS.

THOUSANDS of suggestive premiums suitable for publishers and others from the foremost makers and wholesale dealers in jewelry and kindred lines. 500-page list price illustrated catalogue. (©) Greatest book of its kind. Published annually, 35th issue now ready; free. S. F. MEYES CO., 47w. and 49 Maiden Lane, N. Y.

ADVERTISING MEDIA.

TROY, Ohio, has 6,000 people; 4,000 more live on its six rural routes. The RECORD, only daily, reaches 7,000 of them. Minimum rate, 4c. inch, net, plates; typesetting, 5c. inch.

The Lake County Times
 Hammond, Ind.

An Up-to-Date Evening Paper. Two Editions daily.

The advertising medium par excellence of the Calumet Region. Read by all the prosperous business men and well-paid mechanics in what has been accepted as the "Logical Industrial Center of America." Guaranteed circulation over 8,000 daily.

READY-MADE ADVERTISEMENTS.

Readers of PRINTERS' INK are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

BANK OF DAKOTA COUNTY,
Oldest Bank in the County,
JACKSON, Neb.

Editor Ready Made Department:
DEAR SIR—Please tell us how the
enclosed advertisement sounds?
Yours truly,
ED. V. KEARNEY, Cashier.

It sounds very much as if you were talking straight business to one of your own townspeople—as if you meant what you said and said what you meant. It tells something—something of interest and stops when it gets through. If it were my case I would, just once, give the entire space to that "firstly;" and then, another time, I would do the same thing with the "fourthly"—and then I would print the whole ad again, for it will stand repetition. Here it is:

ABSOLUTE SAFETY.

This is guaranteed when you leave money with "the bank that always treats you right."

Why safe?

First—The bank has run over twenty years with less than \$50 losses.

Second—It has ample capital and surplus to provide for any possible losses that might occur.

Third—Besides "knowing how," absolute promptness, courtesy and honesty has marked its every act and deed.

Fourth—Its money is always loaned to the best and safest people on earth, your neighbors: the prosperous farmers of Dakota County. No disastrous loans to outsiders, nor can its owners borrow one cent from it.

Always safe as a Government Bond.

BANK OF DAKOTA COUNTY,
Jackson, Neb.

A Gas Company's Enterprise. From the Coney Island (N. Y.) News.

\$10.00 Prize.

We will give ten dollars for the best original advertisement of gas ranges or gas arc lights received by mail before April 20th, 1907, and five dollars for any others we use of those offered. The advertisements are for a space 4x2½ inches and can be drawings, word matter or both.

BROOKLYN BOROUGH
GAS CO.,
Brooklyn, N. Y.

A Little "Reason Why" as Applied to Roller Rink Advertising. From the Philadelphia Bulletin.

One of The Roomiest,

best equipped skating rinks ever known has just been completed in the famous Third Regiment Armory, on Broad between Wharton & Federal Streets, and will be opened Saturday evening.

The floor, the skates, the accommodations, the size, will be as unusual as the floor itself, which is so cunningly devised that the skaters skate with the grain instead of against it.

The music will be good, inspiring music, the sort that makes you skate.

A New One for the "Singing" Machine. From the Kansas City Times.

When the King of England

wants to see a show they bring the show to the castle and he hears it alone in his private theater. In this country we are all kings as far as having our own private show is concerned.

We simply buy a Victor or Edison Talking and Singing Machine and listen to the latest popular song, to the famous tenor opera singer, to a fine old hymn, to a rag-time dance or to a funny dialogue.

Anything that can be spoken, or sung, or played, can be reproduced in the Victor or Edison with great naturalness.

If you are a king, why don't you exercise your kingly privilege and have a show of your own in your house?

Hearing is believing.

Genuine Victor or Edison Machines can be had from \$10 to \$100 and easy payments if you desire. A concert is going on continually in our parlors, and we extend to you a standing invitation to call.

J. W. JENKINS' SONS
MUSIC COMPANY,
1013-1015 Walnut Street,
Kansas City, Mo.

THE SALT LAKE "HERALD."
Editor Ready Made Department:

DEAR SIR—Enclosed please find copy which has been run in the daily *Herald* for the past six weeks. It occupies, as you will see, a space of from four to five inches and is placed top of column next to reading matter, the advertiser paying for full position. The cuts are made from actual photographs of hats trimmed in the establishment of O. D. Banks, and are posed by young ladies in the employ of Mr. Banks. This has proven the most successful small advertising ever done in Salt Lake we think; at least it is the first of its kind ever done here, and is attracting considerable attention. What do you think of it?

Yours, J. S. CRITCHLOW.

This looks like a good idea—a coarse-screen halftone of a fine-looking girl (the girls have three guesses as to which one that means), the name of the hat shown and a brief description. I can see, even with the eye of a man who has much to learn about millinery, how Miss Salt Lake, chancing on one of these pictures would say, "Ah! the very thing. Isn't that a dream? But I'm sure it would be even more becoming to me." And then she goes down, tries it on just to show "that girl" how much better *she* looks under it, the "girl" confirms her opinion and the first thing Miss Salt Lake knows, she has bought it, ostrich farm and all. Seriously, it's a good idea, for a woman can tell a great deal more about the appearance of a hat as shown on another woman's head, than when illustrated as a bare, headless hat. Here's one of the brief descriptions:

THE BRANDYWINE
 is one of the oddest of all the models shown this season by Banks, 116 South Main Street. The crown and facing is cherry brandy shaded velvet joined to an old rose French felt plaque. The two-toned ostrich plume effect is also shown here.

A Novel Proposition. From the Wilmington (Del.) Evening Journal.

**Let Me Insure
Your Roof.**

I will guarantee to keep your Roof in A1 condition 3 years for \$5. Write or phone

CHAS. A. O'CONNOR,
 Tin and Sheet Iron Work,
 311 Madison Street,
 D. & A. Phone 1957-A.
 Wilmington, Del.

For Horseless Wagons. From the Lynn (Mass.) Daily Evening Item.

**Convenient
Folding
Go-Carts.**

No doubt you will have a light, handy Folding Go-Cart this Spring. They are a boon to people living in flats, as the cart is easily taken from the street to your apartments. The carts weigh but a few pounds, may be carried in a suitcase when you go away for the summer, and, when not in use, may be hidden behind a door. You will want one of these carts when you go to the beach this summer for a day, as it is easily carried along with you in the car. We have made preparations for a large folding cart business this season. On our floor are 11 different styles, ranging in price from \$3 to \$9.50. Don't waste time going from store to store to examine the different styles—come here and see them side by side. You will save time, trouble and money.

HILL, WELCH & CO.,
 Munroe and Oxford Sts.,
 Lynn, Mass.

A Seasonable One from the Houston (Tex.) Post.

**Let Us Paint
Your Buggy**

and give it that thorough overhauling it needs. You'll not miss much pleasant driving these next few weeks, and at no other time are we so able to give it undivided attention. We have a waterproof and dust-proof finishing room in our painting department, where with high grade materials and skilled mechanics we can produce that rich, deep luster seen only on the finest new Buggies, and we make it wear, too.

Won't you send your vehicle by for an estimate of the cost to thoroughly overhaul it and an honest opinion as to its being worth fixing? We'll also tell what we will allow for it in exchange for a new one.

**MOSEHART & KELLER
COMPANY,**
 The Place Where You Buy
 Your Buggies,
 Cor. Franklin and Caroline,
 Houston, Texas.

ELIZABETH, N. J.
Editor Ready Made Department:

DEAR SIR—Enclosed is two advertisements run in the Elizabeth papers on Umbrellas and Leather Goods.

I will be pleased to know your opinion on this style of copy.

Very truly yours,
GEO WILFRED WRIGHT.

There is nothing peculiar about the "style" of these ads; they're just the common-sense kind that talk about the goods, why people should buy them and what they cost. They are 'way above the average in typography. The text of both is here reprinted because it is strong in its simplicity:

LADIES' STREET BAGS—HIGH-GRADE LEATHER.

Variety of styles in grain leather, with gilt, nickel or gun-metal trimmings; leather covered frames; strong well-made leather handles.

Inside pocket, change purse and card case; convenient and useful. A most desirable article for use on street and when shopping, \$1.

Durable School Cases.

Strong and well-made, of good-wearing material, riveted leather corners, neatly trimmed and finished with brass lock and key.

Hinges securely riveted and thoroughly finished for service, 85c.

GREEN'S,
Broad and Market Sts., Newark.

LADIES' PEARL HANDLE UMBRELLAS.

Handsome line of Mother-of-Pearl handles, with gold and sterling silver mountings, beautifully chased and engraved.

The cover is our usual high standard silk and linen.

Strongest frame made—has the Triple Joint Rib—warranted to stand the most severe test in winds or rain.

The rod is of seamless tube steel, pointed and hard enamel finish.

Attractively priced \$2.00.

GREEN'S STORE,
Broad and Market Sts.,
Newark.

For Raincoats. From the Boston Traveler.

April.

During this month of much moisture you'll find ample opportunity to test the value of a Morse-made Raincoat. Because we call them Raincoats, don't lose sight of the fact that they possess the style that makes them proper for pleasant weather wear, too.

\$12 to \$30.

LEOPOLD MORSE CO.,
Adams Square,
Boston, Mass.

A Refrigerator Test.

Take Two Wet Towels—

hang one in your refrigerator and the other in the warm room. The one in the refrigerator will dry out first if your refrigerator is working properly.

Cold discourages the germ life that sours milk. But moisture encourages it, counteracting the cold. It's easy to prove that the Bohn Syphon Refrigerator is much drier and 10 degrees colder than any other. The Thermometer and wet tea towel tell the story.

The Syphons pass the air through the ice chamber oftener and don't let it stay with the ice long enough to absorb moisture. That's why the Bohn is colder and drier than any other. That's why milk will keep longer in a Bohn.

But you must see the Bohn to appreciate its beauty. Finest Cabinet Construction and Finish Opalite or Enamel Lined. Will you not let us show you this refrigerator—this "life preserver" to-day?

We are exclusive agents for Kansas City.

BUNTING-STONE HARDWARE CO.,
804-806 Walnut Street,
Kansas City.

From the Peoria (Ill.) Star.

"Should My Daughter Wear Corsets?"

This is a question many a mother asks herself when she sees her well-developed daughter of 15 or 16 years.

Several years ago we thought out the problem and prepared Girdles and Corsets at regular stepping-stone intervals to suit the needs of school girls and young women from 12 to 16 or 17 years.

These Girdles at 50c. are the tiniest waist protection possible, preventing the waistbands cutting into the flesh.

Next comes a little longer girdle—for the large girl. Then a Corset with smallest hip and bust proportions to prevent the figure spreading. Prices range to \$2.

SCHIPPER & BLOCK,
Peoria, Ill.

HUNT & MCCREE,
150 Nassau Street,
NEW YORK, U. S. A.
Editor Ready Made Department:
DEAR SIR—Will you kindly criticise
enclosed booklet—product of a half-
hour's pinch? Respectfully,
HUNT & MCCREE.

The booklet referred to advertises the business of Hunt & McCree as jewelry brokers; that is, the buying at wholesale, plus their commission, of any article of jewelry a customer may want. The argument is a very plausible one—the large profits a jeweler must charge on account of his heavy investment, comparatively small number of sales, dead or slow-selling stock that must be sacrificed, heavy expenses, etc. All these items, contrasted with the light expense, small investment, etc., of the broker make his proposition quite attractive. But one of the first things a possible customer will think of is that without a large stock to select from, can a satisfactory choice be made? And against that objection, the booklet offers nothing. In addition to that, a great many people prefer to pay even a higher price and buy from an established dealer who carries a stock and who, therefore, it is assumed, is responsible and likely to be found at the old stand indefinitely. The booklet misses that point. I think, also, that it should say more about the members of the firm; their peculiar fitness for the business, experience, etc. For the brokerage idea implies a sort of personal relationship and interest, even more than in dealing with a regular dealer, where one will buy as readily from a clerk as from the proprietor if it is known that the latter stands back of the goods. And, too, this booklet carries the idea of an expert, personal service in the selection of a jewelry purchase, without any attempt to show that the service will be either expert or personal. It is well printed and presents a neat appearance, but is marred by too many display lines running through the pages, many of them being meaningless in themselves. One heading states

that "We defy competition," but the text that follows it, instead of saying how, refers to a booklet which tells why diamonds have steadily advanced in price. There are no prices given, except on watches. The booklet may answer its purpose, but I believe it should be easy to make a much stronger and more specific statement of the case.

A Definite Proposition. From the Kansas City Star.

April's Birthstone

is that most beautiful of all gems, the Diamond. Direct importation and advantageous buying only have made it possible for us to offer this April birthday ring of 14k. solid gold, mounted with a white, brilliant, well-cut gem of one-eighth carat, for \$13.85. It is sold with the same privileges of exchange which go with all Jaccard Diamonds. Sent prepaid.

JACCARD JEWELRY CO.,
1017-1019 Walnut St.,
Kansas City, Mo.

The Range of Prices Would Have Helped Some. From the Montgomery (Ala.) Advertiser.

Up to the Times

and up to the demands of the most fastidious taste are our offerings in Gold, Silver and Precious Stones. New and artistic designs for the Spring time in all lines of Jewelry and for all occasions are awaiting your selection. Especially is our line of low-price Jewelry very attractive.

Our stock of Diamonds was never more inviting, some in fine settings, others awaiting the purchaser's choice of mounting. Other Precious Stones in profusion.

The birthstone for the month of April is the Diamond. The poet says:
"She who from April
dates her years,
Diamonds should wear,
lest bitter tears
For vain repentance flow,
this stone
Emblem of innocence is
known."

LEBRON JEWELRY CO.,
18 Dexter Avenue,
Montgomery, Ala.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. LIX.

NEW YORK, APRIL 24, 1907.

No. 4.

The Greatest Constructive Number a Magazine Ever Had Special Southern Number of "The World's Work" for June

THERE is no more striking event in our whole history than the rapid growth of industry in the Southern States. THE WORLD'S WORK for June will be given wholly to the explanation and description of this dramatic chapter in our present national history. And it is a marvelous story of achievement that THE WORLD'S WORK will tell. At the moment particular interest is given to that story by the Jamestown Exposition near Norfolk. But the South is much bigger and broader than this tri-centennial exposition, important and full of significance as it is. Of course, the exposition will be fully described, both by pictures and by text—THE WORLD'S WORK, after its Pan-American, World's Fair and Lewis and Clark special issues, has gained a reputation for doing such things in an effective way—but looming behind the interesting exhibits at Jamestown is the South, a veritable land of promise, and that is the stupendous exhibit of great things done and of greater things just ahead which THE WORLD'S WORK will describe in an illuminating way, and bear on its printed pages, fully illustrated, into every civilized country on the globe.

Seven Points Every Advertiser Should Bear in Mind

1. Its circulation will be many thousands above the net monthly edition of 109,000.

2. It is a permanent issue. Thousands of copies will be bound.

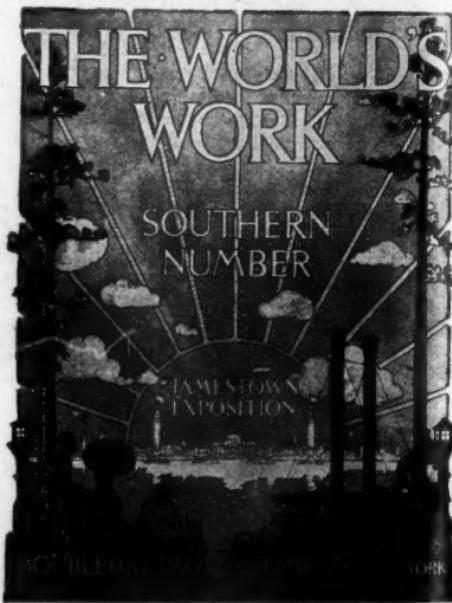
3. The rate is \$150 a page, same as regular issue.

4. Southern trade is hard to reach. This number will cover the South like a blanket.

5. Several States and dozens of leading cities in the South will set forth their advantages in reading article advertisements.

6. It will be prominently displayed and sold at Jamestown, till the Exposition closes.

7. The Southern Number will be sent to every United States Consul all over the world.



We will send to any advertiser a finished proof of the
BEAUTIFUL STETSON CRAWFORD COVER IN SEVEN PRINTINGS
and full information concerning the Special Southern Number

DOUBLEDAY, PAGE & COMPANY - - - NEW YORK